

# LIFE

THE EPIC OF MAN PART III  
A PRESIDENT'S HEAVY BURDENS  
LONG-RANGE MISSILES  
8 PAGES OF COLOR ON TODAY'S BIG QUESTION



STONE AGE SURVIVORS:  
ESKIMO FAMILY

20 CENTS

FEBRUARY 27, 1956





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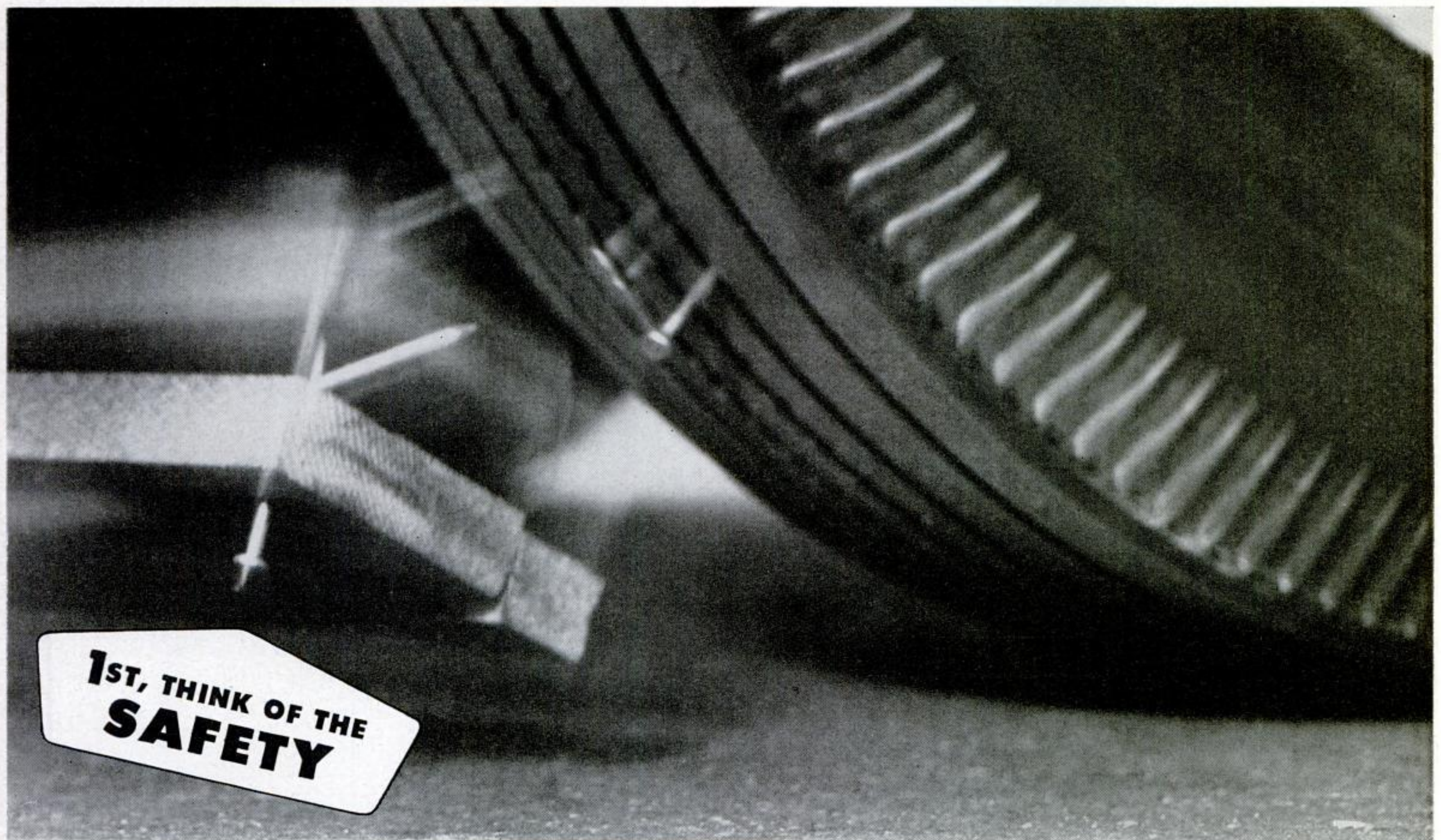
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**LIFE-SAVERS® seal punctures  
permanently, nail in or nail out**



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SAVING**

*... if you trade now, while your present tires have top trade-in value*

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FOR HIGHEST TRADES on new  
LIFE-SAVER Tubeless, see your  
B. F. Goodrich retailer now!



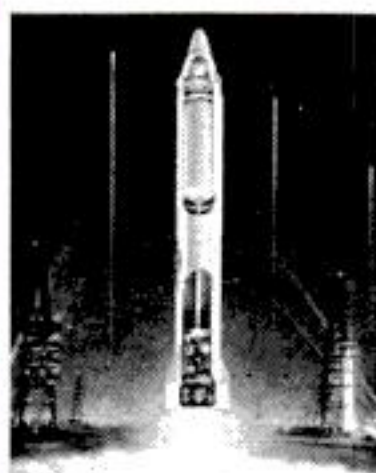




REG. U.S. PAT. OFF.

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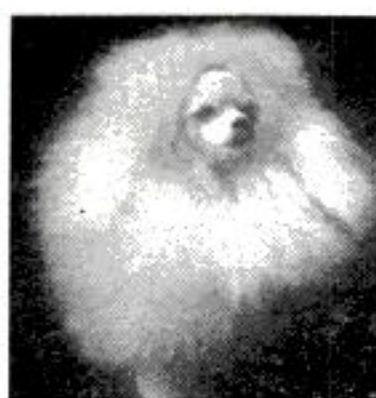
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# Your cold develops in 5 stages

## 1 SNEEZING, SNIFFLES AND STUFFY NOSE

Coldene contains one of the most-effective *antihistamines*, Methapyrilene fumarate. (Antihistamines are known to be exceptionally successful in attacking colds caused by *allergies*.) It is also helpful in relieving sneezing and stuffiness brought on by *other* types of colds. At the first stage,

**Coldene catches your cold!**



## 2 SORE THROAT

Here two drugs in Coldene bring relief for irritated membranes and tickling sensations. Many remedies do not provide sustained relief from these miseries. In addition, a demulcent syrup soothes the raw surfaces of your throat. At the second stage,

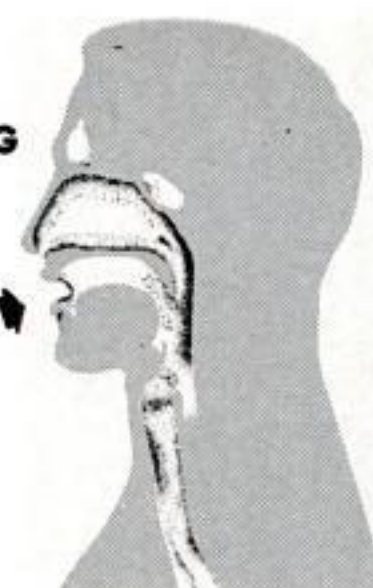
**Coldene catches your cold!**



## 3 CONSTANT COUGHING

caused by a sore or tickling throat. Coldene helps quiet nerves which produce coughing. And because it eases swallowing and reduces the tickling sensation, it helps bring relief. At stage 3,

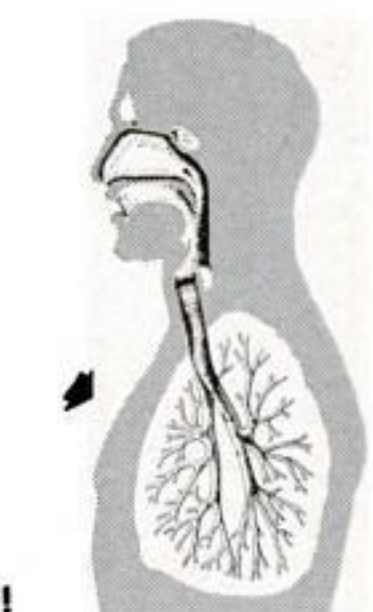
**Coldene catches your cold!**



## 4 TIGHT CHEST

occurs when irritated and inflamed bronchial membranes produce phlegm. At this stage, Coldene uses the expectorant, Ammonium chloride, to thin down and loosen the phlegm. Again—

**Coldene catches your cold!**



## 5 MUSCULAR ACHES

help create restlessness, increase nervous tension, retard slumber. The analgesic in Coldene is noted for helping to produce *sustained* relief from these torments. Other ingredients provide rest needed for normal recovery.

**Coldene catches your cold!**



SOLD ONLY IN  
DRUG STORES  
BY REGISTERED  
PHARMACISTS

**\$1.00**



**MOST POWERFUL COLD MEDICINE YOU CAN BUY WITHOUT A DOCTOR'S PRESCRIPTION**

The common cold is not a simple ailment. It is a disorder which attacks various parts of your system, bringing a *variety* of miseries to *different* parts of your body as it spreads.

Coldene is unlike any cold-and-cough medicine ever offered over druggists' counters. For it doesn't rely on the limited powers of one or two ingredients, but *unites the powers of several potent drugs* . . . all in proper balance.

The pictures above show the *five stages* of the common cold, and also *how* the many effective ingredients in Coldene attack the miseries of your cold—*whatever its stage*.

Coldene is a prescription-type medicine. It contains a powerful analgesic and nerve

relaxer. And these, together with Ephedrine (a decongestant), plus Ammonium chloride (an expectorant), and Methapyrilene fumarate (an antihistamine), tell you why Coldene is so potent. Most powerful cold medicine you can buy without a doctor's prescription.

Again Coldene is different! Unlike hard-coated antihistamine tablets which may take a *long time to absorb*, Coldene is a liquid and *goes to work fast*. Nor do you wait for it to reach your stomach and be digested. For some ingredients in Coldene go to work the moment they touch your throat's membranes. And Coldene's liquid form distributes its relief-giving powers faster throughout the body.

# Coldene catches your cold

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This One



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# “Look, Joe, no buttons!”

**This work shirt is modern.** Instead of buttons it has GRIPPER Snap Fasteners that never come off.

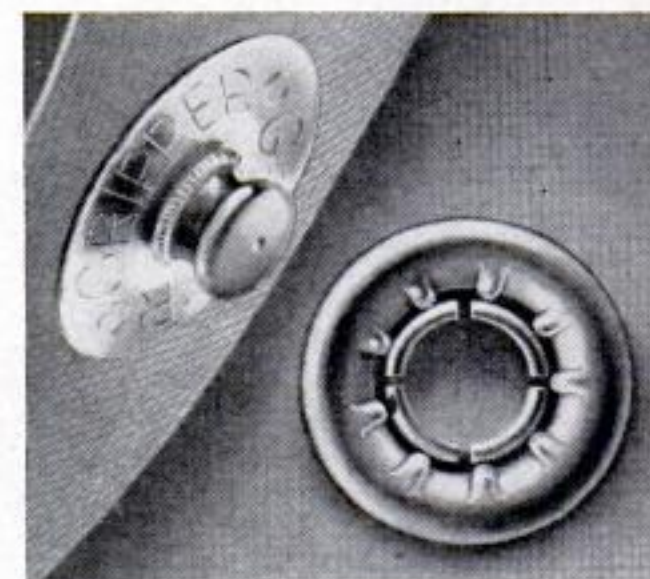
GRIPPER Snap Fasteners keep their “snap” for the life of the best-wearing work shirt you can buy. They’re rustproof. And your wife will never have to replace buttons or mend enlarged buttonholes.

You’ll like the way a quick tug opens the whole shirt in a flash—for your safety as well as convenience. With no more fumbling of buttons and

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Why not get “the shirt with GRIPPER Snap Fasteners” for new work shirt convenience and comfort. They’re featured by leading retailers everywhere.

Modern snap fastened work shirts are made possible only because of the new and improved GRIPPER Snap Fastener—a world famous product of Scovill Manufacturing Co., Waterbury, Conn.



**GRIPPER<sup>®</sup>** Snap Fasteners  
BRAND



*Engaging way to bring him around—*



LEAP YEAR SALADS MADE WITH CLING PEACHES AND

# Cottage Cheese

Romance his appetite with a flirtatious "Heart-and-Arrow" salad. Just heap a heart-shaped mound of creamy cottage cheese on a bed of sunny cling peach slices. Border the heart with red pimiento. "Pierce" with a green pepper dart. Easy? You bet! And it's refreshing, nourishing, high in protein and calcium.



Two more easy-to-copy salad ideas:  
Wedding Bell (left) and  
Wedding Bouquet (above).



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**AMERICAN DAIRY ASSOCIATION**

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You never outgrow  
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# GE SCHOOL



DODGE CUSTOM ROYAL LANCER V-8 4-DOOR HARDTOP

## Before you buy any car.

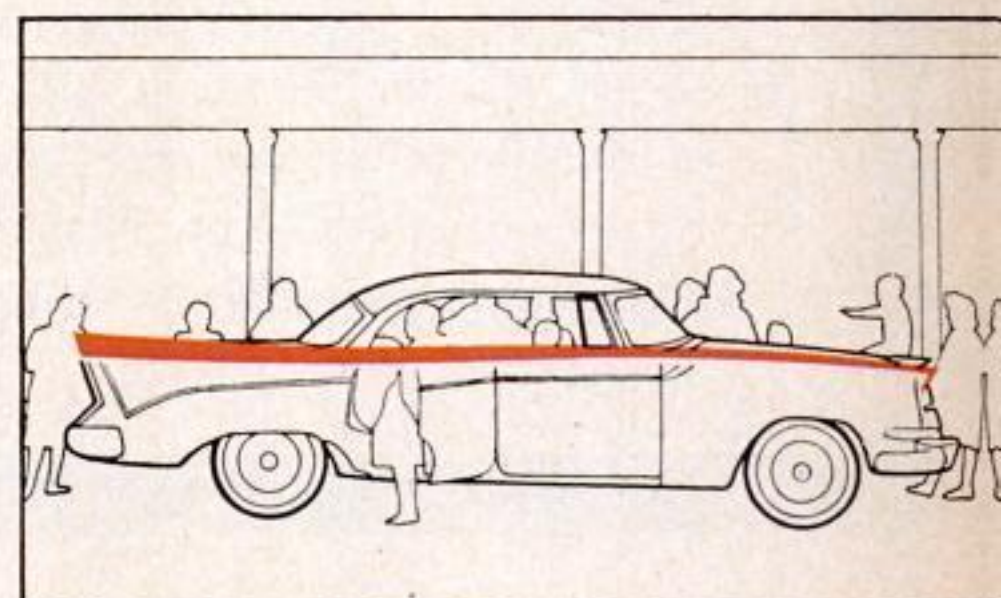
No matter what make car you're driving or the price range you're interested in—you won't get nearly so much for your money in a new car as in a car of THE FORWARD LOOK '56. Here's why:

There's one really fresh idea in *car design* this year: THE FLIGHT-SWEEP—the new, clean line that races from headlight to upswept rear fin. Only THE FORWARD LOOK '56 has it!

There's one really *new driving convenience* this year: PUSHBUTTON POWERFLITE. With a finger-touch, you're set to go! It comes to you, after years of testing, from THE FORWARD LOOK '56!

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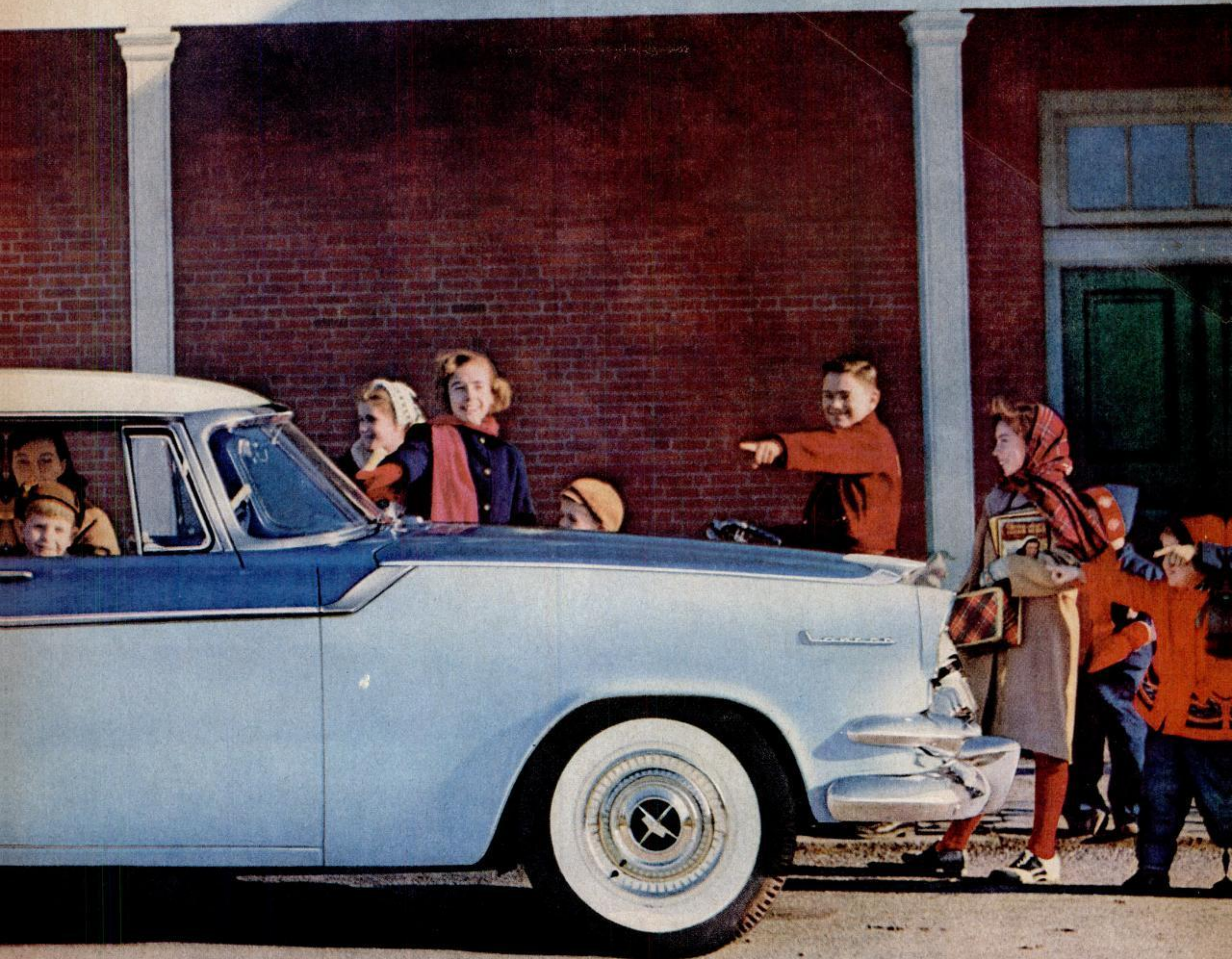
You'll find a wealth of styles to choose from. In a Plymouth, Dodge, De Soto, Chrysler or exclusive Imperial, there's more that's new and right for you, than in any other car in its class. For the most for your money, see your dealer now!



THE FLIGHT-SWEEP, newest note in design, with its bold upswept tail fins! Only THE FORWARD LOOK '56 has it!

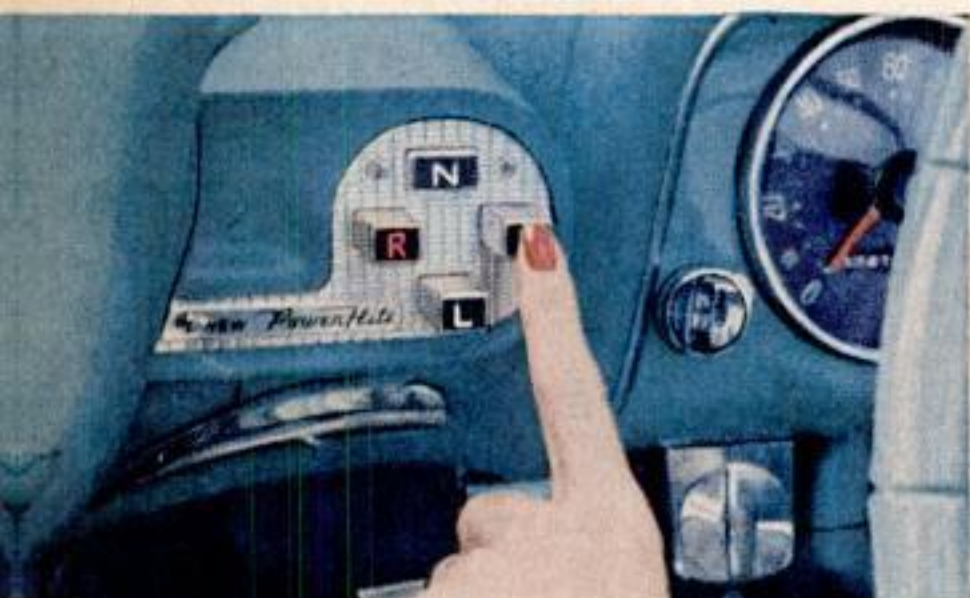
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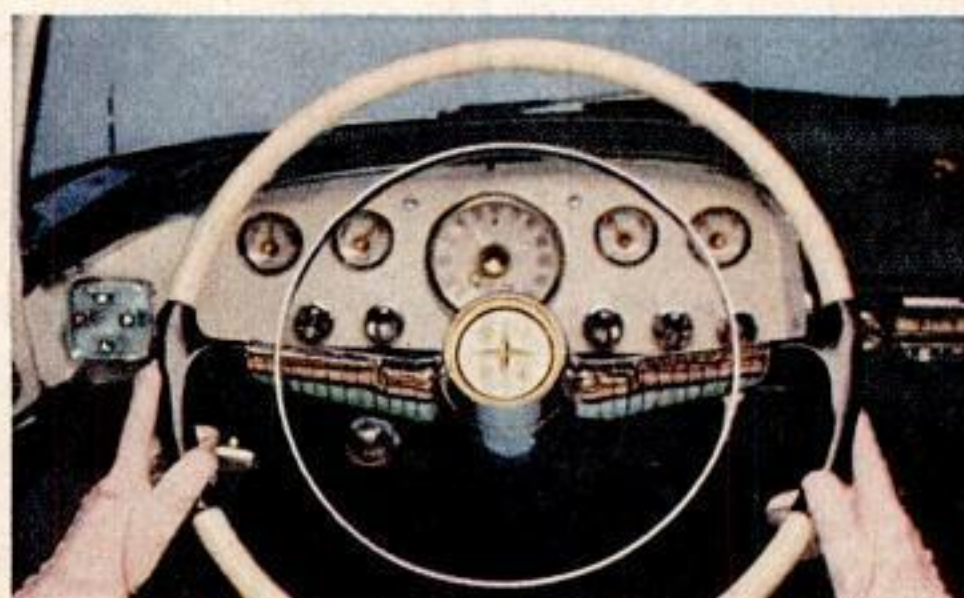


See Chrysler Corporation's great TV shows: "Shower of Stars" and "Climax!" Thursday nights, CBS-TV

**...you should know these important facts!**



**PUSHBUTTON POWERFLITE**, greatest advance in driving ease and control. Proven by years of successful testing!



**FULL-TIME POWER STEERING!** There's nothing like it! Other cars still offer you only part-time, on-and-off, devices!



**NEW SAFETY!** New LifeGuard Safety Door Latches added to strongest body construction and surest controls of any car!

**THE FORWARD LOOK**  **CHRYSLER CORPORATION**

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For an easier life, weigh this hat *(Yes, you heard right)*

**Nice, isn't it?** And light, too. Weighs only two ounces, and it takes less weight than this to depress one key of the new Royal Electric.

It takes only three ounces to push down the carriage return key, too. In fact, it's 13 times easier to do these jobs than on a non-electric typewriter.

On the new Royal Electric, your fingers aren't dog-tired at the end of the day. You do your usual

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A personal office trial is yours for the asking. Just get in touch with the Royal Representative and learn from him five other important conveniences of this new kind of electric typewriter . . . made with you in mind . . . made by the world's largest manufacturer of typewriters.

**ROYAL**<sup>®</sup>

*electric*

*standard • portable*  
Roytype<sup>®</sup> business supplies

Royal Typewriter Company, Division of Royal McBee Corporation.





## The Spirit of Service That Keeps on Growing

There is a heritage of service that is passed on from one generation of telephone people to another.

It had its beginning far back in 1875 when Alexander Graham Bell gave the world its first telephone. It has grown as the business has grown.

Many times each day and night this spirit of service is expressed in some friendly,

helpful act for someone in need. The courtesy, loyalty and teamwork that telephone people put into their daily jobs are a part of it. Out of it have come the courage and inspiration that have surmounted fire and flood and storm.

We, the telephone people of today, are vested with the responsibility of carrying on this trust. It is human to make mistakes and

so at times the job we do for you may not be all that we want it to be. But in the long run, we know that how we do our individual job and how we bear our individual responsibility will determine how we fulfill our trust.

For our business is above all a business of people . . . of men and women who live and work and serve in countless communities throughout the land.

BELL TELEPHONE SYSTEM





# How to take the blues out of tomorrow

**Enjoy yourself! Equitable's Living Insurance can do  
your worrying — at surprisingly low cost**

Toot a trombone or tinker with machines. Join the do-it-yourself movement. Play golf or bridge or just play.

Whatever your pet form of relaxation, you'll enjoy it even more after you put Equitable's *Living Insurance* to work for you. These 3 steps, for example, go a long way toward taking the blues out of tomorrow:

1. **YOUR FUTURE.** Give yourself the secure feeling of knowing your family will not want for necessities. They won't when you have Equitable's Adjustable Whole Life Policy. And you can convert this low-cost protection later on at a special low rate to provide a retirement income for yourself (and put your hobby on a full-time basis!).
2. **YOUR HOME.** Relieve yourself of any concern about the roof over your head. With Equitable's Assured Home Ownership Plan, it will always be there for your family — even if you're not. And this plan provides life insurance with substantial cash values.
3. **YOUR HEALTH.** Stop worrying that your life savings could be wiped out by serious illness or accident in your family. Today, Equitable's Major Medical Expense Policy goes far beyond ordinary insurance to help pay these overwhelming bills.

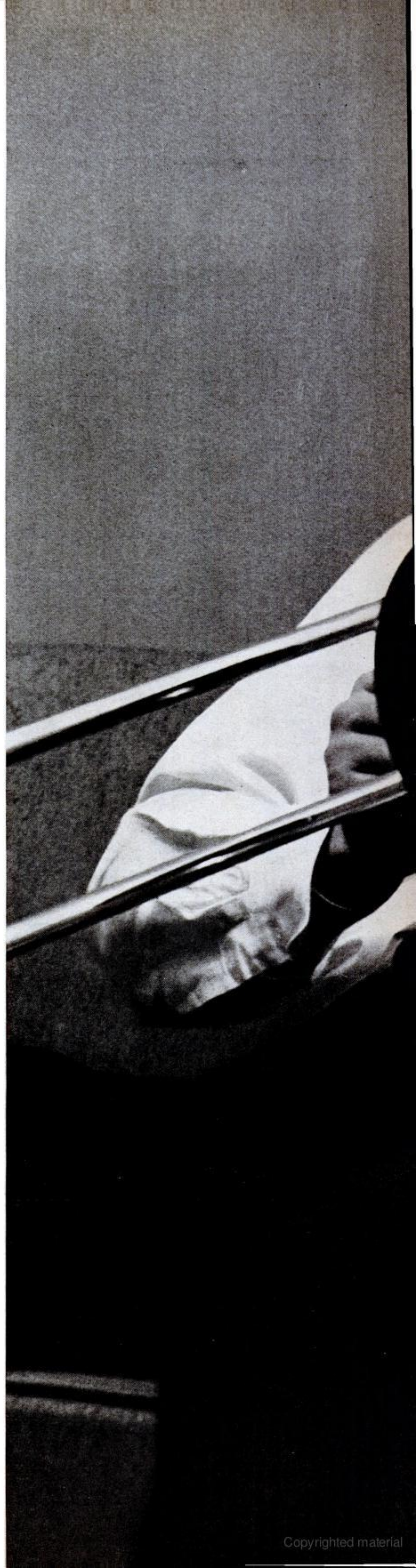
These are some of the ways in which Equitable's *Living Insurance* works for you — so you can relax. It's insurance that stresses benefits for you and your family while you live — or for those who live on after you. Spend a few minutes with the Man from Equitable — an experienced insurance advisor — and see how Equitable's *Living Insurance* can lift a load of troubles off your back. *The Equitable Life Assurance Society of the U. S., 393 Seventh Avenue, New York 1, N. Y.*



"Orson Bean and Friend"  
Photographed by Harvey Shuman

## Living Insurance by Equitable

The Equitable Life Assurance Society of the U. S.  
393 Seventh Avenue, New York 1, N. Y.









SPEAKING OF PICTURES



# Whole Race at One Glance





In one striking picture, LIFE Photographer Ralph Morse tells the complete story of a race—the start (*background*), middle (*center*) and finish (*foreground*) of a 60-yard dash at the Millrose Games. The triple exposure was made in about 6.2 seconds, the time it took John Haines of Pennsylvania (*second from right*) to leave the starting blocks and finish

ahead of (*from left*) Brooks Johnson of Tufts, Ken Kave of Morgan State, Andy Stanfield of the N.Y. Pioneer Club and Willie Williams of the U.S. Army. Preparations for the difficult job went back two years. Morse's camera, set at 1/400th at f.20, was fired three times in synchronization with a series of battery strobe light units connected by wire to the camera.



# LETTERS TO THE EDITORS

## CAMPAIGN TO DELAY INTEGRATION

Sirs:

Your article ("The South Rises Again in Campaign to Delay Integration," *LIFE*, Feb. 6) was an excellent account of the Southern barbarian and changed my thinking on one point of American history. Our greatest Americans were not Washington and Lincoln. I now vote for Grant and Sherman.

BERT JENKINS

North Hollywood, Calif.

Sirs:

Does the Bible say segregation is wrong? All men are created equal certainly! But does that mean they shouldn't be separated? Most Southerners believe in equal—but separate—rights. Blacks and whites will never mix successfully in the South.

TRAVIS WOLFE

Cleveland, Tenn.

Sirs:

I am ashamed that I am a Southerner. When will those who fight integration realize this is 1956 and not 1860? There are Southerners in my state and elsewhere, who accept a man on the basis of what he is and not by the color of his skin.

WM. C. MERRELL

Denton, Texas

Sirs:

If you and I live a long life neither of us will live long enough to see the day of a "last ditch stand" of the South on this issue. There is a labyrinth of "ditches" and it will be many a day before the "social engineers" who venture in where angels fear to tread will be able to tell which "ditch" was the first and which was the "last ditch."

A. W. CHANDLER

Augusta, Ga.

Sirs:

The last time the South tried to defend her bloated concept of states' rights by force it was half a century before Georgia's grass could grow green again.

LEIGHTON R. SCOTT JR.

Mercersburg, Pa.

Sirs:

The South richly deserves the plaudits of Russia for their attempts at undermining our prestige abroad.

DR. MARTIN R. SCHERR

New Rochelle, N.Y.

Sirs:

Yankees do not realize the only way to keep peace in the South is to strongly uphold segregation. I fail to see how nine tyrannical men of the Supreme Court can infringe on a right given to the states by the Constitution.

WILLIAM W. DAVIS

South Orange, N.J.

Sirs:

The federal government has the right and the duty of protecting the constitutional rights of its citizens, a principle known in the South as "Yankee meddling."

G. D. SMITH

Los Angeles, Calif.

Sirs:

This article pictures Southerners only as hotheads, determined at all costs to keep the Negro underfoot. It gave no indication of the undeniable fact that most Southerners are thinking long and soberly on this most difficult situation. There are thousands of us, black and

white, who are looking at this problem in the most intelligent way and who are sick at heart because of it.

MARGARET STEELE

Statesville, N.C.

Sirs:

If the South wishes to secede from the union, I will certainly vote that their petition be granted.

ROBERTA B. MAZER

Philadelphia, Pa.

## AN ARTIST CONFINED

Sirs:

All who love literature welcome your brave editorial ("An Artist Confined," *LIFE*, Feb. 6) on Pound. The confinement of Ezra Pound is a national disgrace that brings us international scorn.

WILLARD MAAS

New Rochelle, N.Y.

Sirs:

Your editorial is not justified. The World War, with Pound's spiritual support, destroyed millions of people, including intellects of incomparably greater value than Pound's. The Christian idea of pity is more applicable to them than the idea of forgiveness to Pound.

I. GLUSCAL

Chicago, Ill.

## ARTISTS AT LIBERTY

Sirs:

In the editorial "Artists at Liberty" (*LIFE*, Feb. 6); your intention of praising Reginald Marsh fell short of its mark when you couched this praise in comments so biased and uninformed! It is not enough to simply say, "Surely nature is nature." Nature is a thing of many dimensions and is constantly changing. Even so, within your own limited notion of nature, no artist need apologize for looking up from the "wretched fabric" of the street and looking into the sky and the sun. Others need not apologize for putting faith in man's ability to arrive at a different kind of creative discovery and image. Man and his culture have always had a way of moving forward.

KYLE R. MORRIS

New York, N.Y.

Sirs:

You quote "an *Art News* critic" as having said, "The only thing that counts for modern art is that a work shall be new." It is part of a sentence taken from my article in *Art News* in 1952. The observation concerning the importance of novelty related not to contemporary painting but to Modern Art. The original read:

"Since the only thing that counts for Modern Art is that a work shall be NEW, and since the question of its newness is determined not by analysis but by social power and pedagogy, the vanguard painter functions in a milieu utterly indifferent to the content of his work."

Having grown tearful about this segment of a sentence crawling around like a piece of a worm, may I take this occasion to staple back the head and rear portion.

HAROLD ROSENBERG

East Hampton, N.Y.

Sirs:

To my dismay I find that my simple nature painting, which I had explicitly entitled *Sun and Fog*, is something called "abstract impressionist" and that through some artistic mumbo jumbo I have given my representational canvas a "quasi-representational" name.

I am a simple painter who does not understand you, but I am trying. You suggest that I and my fellow artists are involved with silly and sterile extremes of experiment. Often I have looked to the stars, and, thinking I had briefly understood God, I tried to paint of the heavens and their creations. I have sensed nature in a million ways, and I had hoped that my soul had been enriched so that I could recreate some light for humanity. But no! *LIFE* knows the noblest pursuit! Salvation is to be found in the Bowery, where, though the El is gone, lost and decayed men still do not see the sky.

JON SCHUELER

New York, N.Y.

Sirs:

Keep these editorials on art in your same high caliber and eventually you will fulfill T. S. Eliot's definition of criticism as "the correction of taste."

DEAN LOWELL QUALLY

Flushing, N.Y.

## REGINALD MARSH

Sirs:

Permit me to congratulate you on the very fine reproductions of my late brother's work ("Reginald Marsh," *LIFE*, Feb. 6). You did well describing his character, although I was never aware of his being ill at ease with his family. His manner of speaking was short and to the point at times, however. He drew at a very early age and I recall (see below) how he would lie on his stomach and draw for hours. One of his pet subjects would be self portraits showing himself in a certain style suit that he wanted. These he would show his mother with the idea of persuading her to purchase it for him. Sometimes it worked.

JAMES R. MARSH

Pittstown, N.J.



JAMES MARSH'S SKETCH OF BROTHER REGINALD

Sirs:

Your article about my uncle, Reginald Marsh, was certainly a great tribute. I do want to say that I never knew him as a lonely person. He may have appeared to be lonely because he worked in a studio by himself. But Reg had many friends and a great many admirers. His intense interest in people should indicate that he could hardly be considered lonely.

REGINALD MARSH

Pittstown, N.J.

Sirs:

I would like to let you know how favorably I was impressed with the dignity and quality of the descriptive matter—properly spaced around the splendid color layout of my late son's work.

FRED DANA MARSH

Ormond Beach, Fla.

## 4-YEAR-OLD'S BIRTHDAY PARTY

Sirs:

Hooray for your story "Celebrating the Birthday of a 4-Year-Old" (*LIFE*, Feb. 6).

Once again Gesell has really been good to the mothers of America. At last we know the answers to: Mothers? games? how long? I am looking forward to the rest of this series.

MRS. ROBERT L. HAMMETT

Burlingame, Calif.

Sirs:

The magic of the 4-year-old birthday is lost if the mothers are invited. With mothers present the small guest is tempted to throw a scene just for her benefit.

NANCY KOPP

San Gabriel, Calif.

Sirs:

I feel that the Gesell Institute drew up their rules in an unrealistic daydream. Invite guests of about the same age, indeed! What does one do with the older and younger brothers and sisters of the guest of honor? And what about the sisters and brothers of the guests?

ESTHER BERGMANN

Oakland, Calif.

● Dr. Frances Ilg of the Gesell Institute states that the importance of the birthday in the eyes of the 4-year-old is diminished by the presence of a 6-year-old brother. "If necessary," says Dr. Ilg, "older children can help with the party arrangements."—ED.

Sirs:

The idea that a child be allowed to turn his back on his guest and immediately start opening the offered present—Never!!! This may be "normal" manners for a 4-year-old, but perhaps the Gesellians forget that a 40-year-old person would want to do the same if he hadn't learned better. At what age would the institute suggest that such guidance start? The mother, the honoree and the 4-year-old guests know it's a special

Please address all correspondence concerning *LIFE's* editorial and advertising contents to: *LIFE*, 9 Rockefeller Plaza, New York 20, N. Y.

Please address all subscription correspondence to J. Edward King, Gen'l Manager, *LIFE*, 540 N. Michigan Ave., Chicago 11, Ill. Changes of address require three weeks' notice. When ordering change, please name magazine and furnish address imprint from a recent issue, or state exactly how magazine is addressed. Change cannot be made without old as well as new address, including postal zone number.

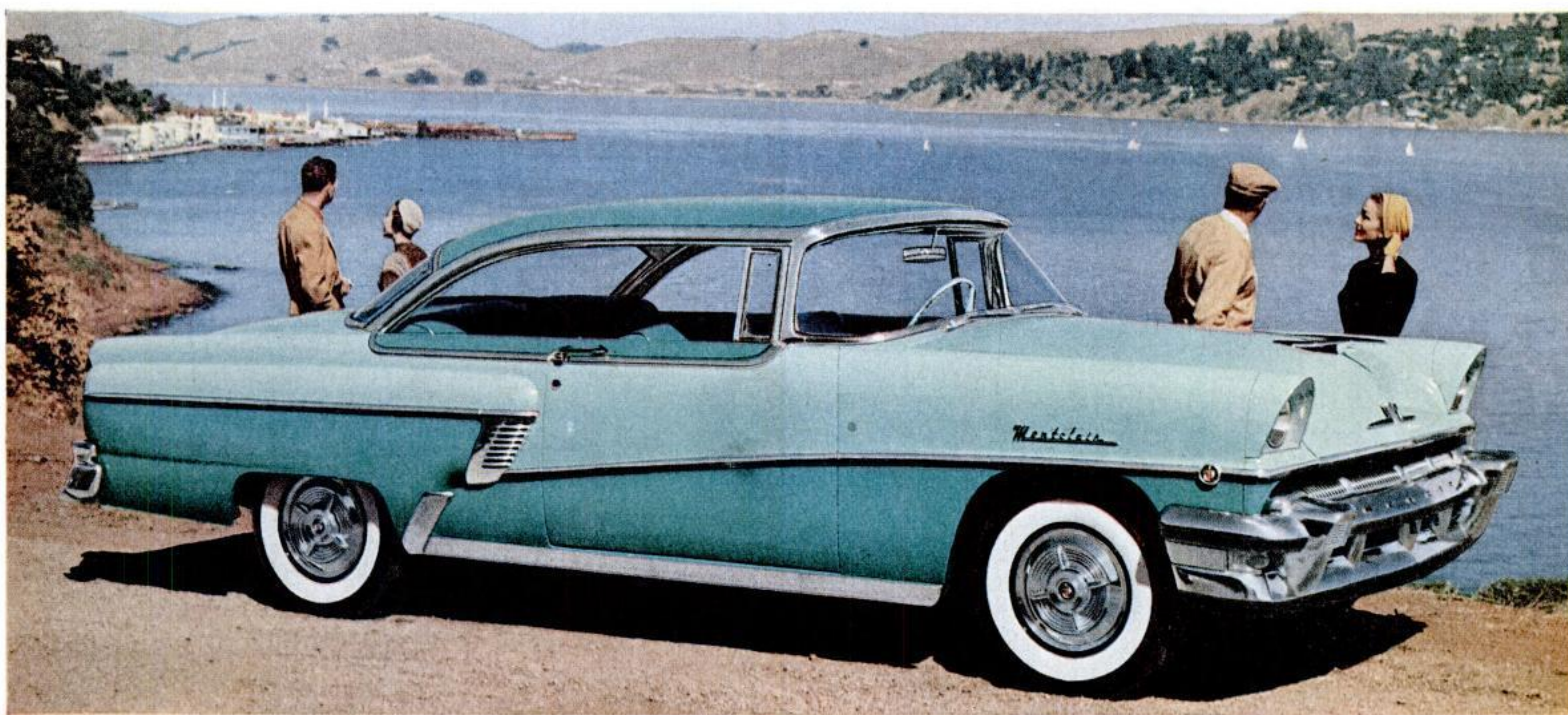
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We took **THE BIG M** up the steepest mountains  
... so you can sail up any hill with ease



**NEW SAFETY-SURGE V-8 ENGINE.** Gives you the thrill, ease, and safety of the highest horsepower, compression, and torque in Mercury history.

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We made similar exhaustive tests to prove

every one of Mercury's *dividend features*. From the road-hugging steadiness of ball-joint front suspension to the extra security of our new impact-absorbing safety steering wheel. (Both are Mercury exclusives in its field.)

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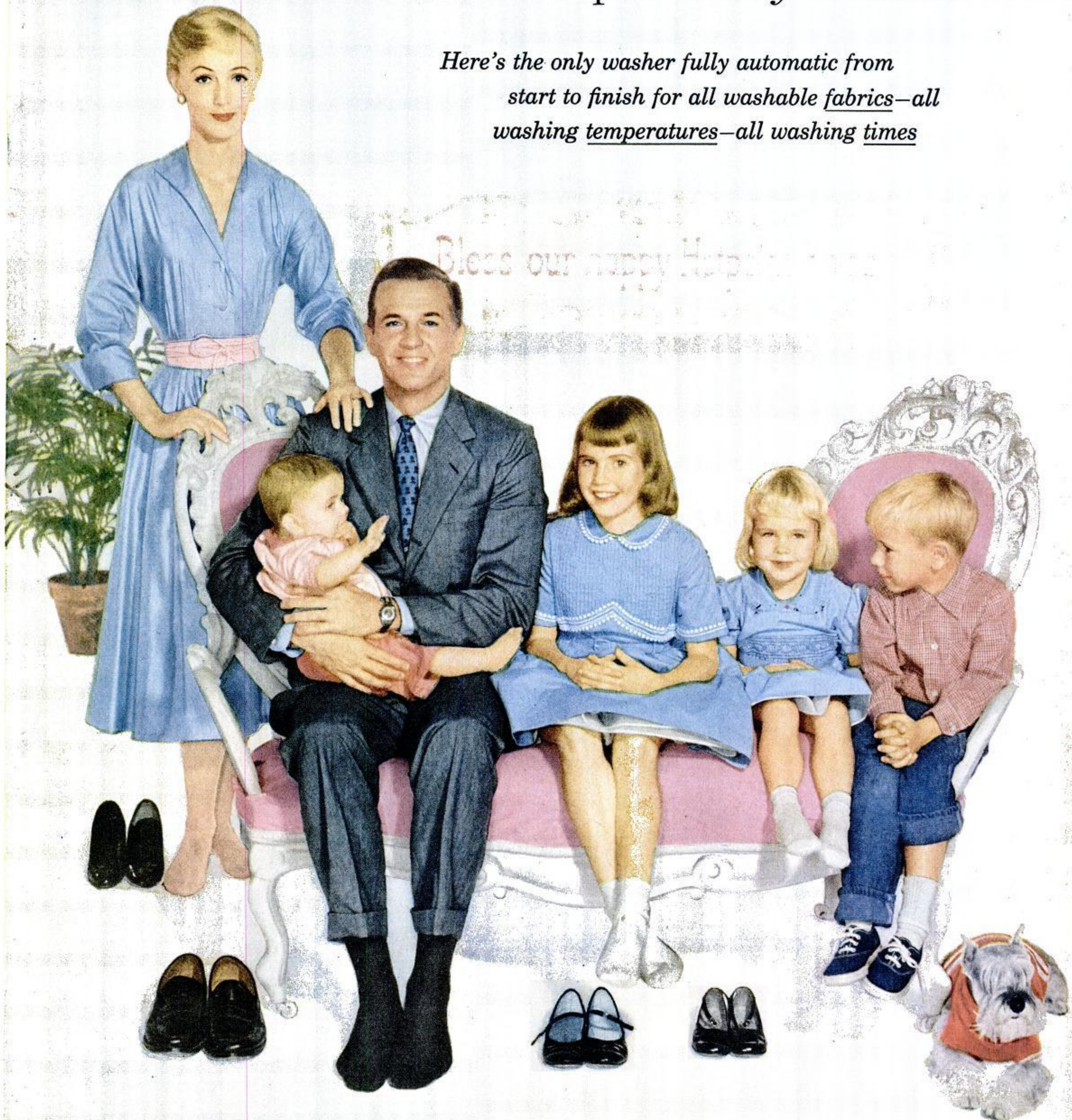
For 1956—the big move is to  
**THE BIG M MERCURY**

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Everything this family is wearing  
can be perfectly washed in a

*Here's the only washer fully automatic from  
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washing temperatures—all washing times*



*Every day's a holiday with*



(yes, everything!)

Hotpoint...

Certainly mother's pleased. She puts *everything* her family is wearing right into her Hotpoint Pushbutton Automatic Washer. Her new dress. Dad's wash-and-wear suit. The children's play clothes, party dresses—even the delicate garments she used to wash only by hand. What saving in time, money, and work!

Hotpoint washes beautifully the things you never dreamed you could trust to an automatic washer. What's even better, it washes safely, surely, *completely* automatically. No guessing. No problems. And the whole wash can be done to perfection, using 33 per cent less hot water than any other leading automatic.

Don't hesitate to wash even your most fluffy-ruffled, delicate lingerie in a Hotpoint! Electric blankets, pillows, washable suits—Hotpoint does them all, with spotless-clean efficiency. And *you* needn't even *be* there. Ask *your* Hotpoint dealer to demonstrate the all-porcelain Hotpoint Automatic Washer before another hard-work washday rolls around!



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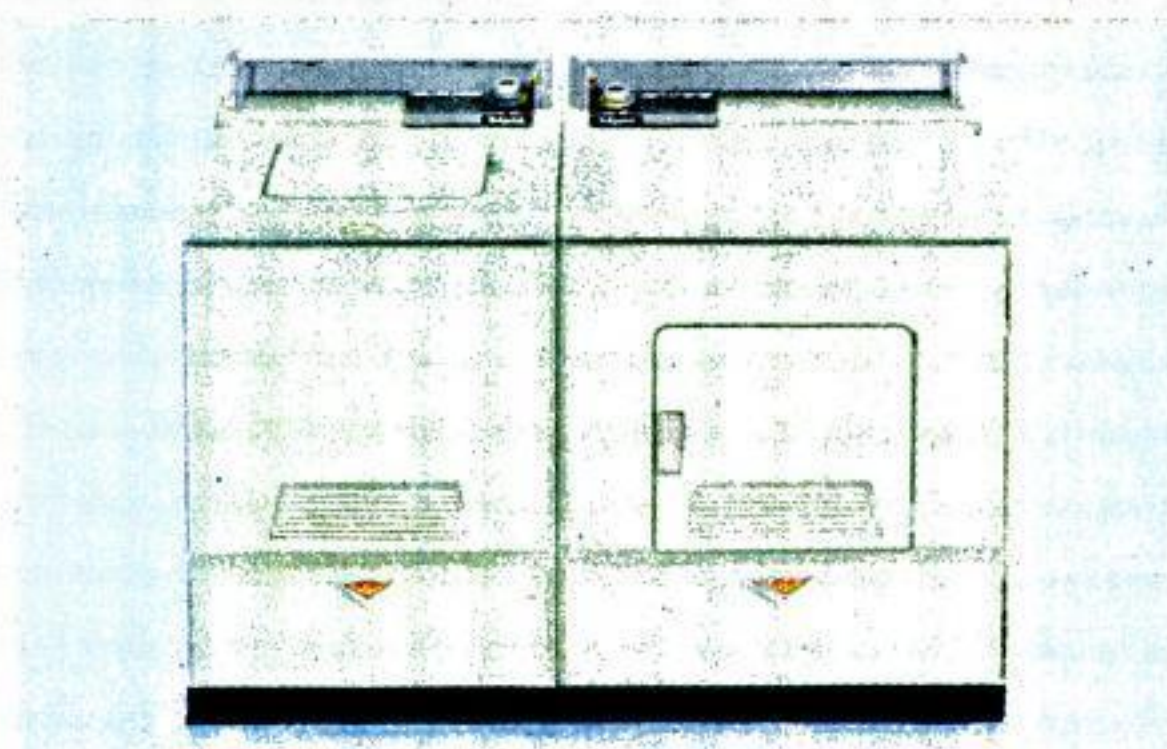


So wonderfully simple to wash *any* washable fabric! Times, temperatures—even the fill!—are automatically controlled with the touch of a button and a simple setting of the new 2-Way Dial.



Aquamatic Wash-Rinse Action with rubber-finned agitator washes gently, thoroughly. Jet-Spray, Deep Overflow Rinse, and Sediment Swirlout remove lint, sand, suds and soil automatically.

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Style-Matched "Pushbutton Pairs"! Every Hotpoint Washer is beautifully matched with a Hotpoint Electric Dryer that automatically dries *all* fabrics soft and fluffy. Hotpoint sealed drying chamber keeps all heat, lint, and moisture out of the room, yet no outdoor venting is necessary. There's a style-matched pair priced for every budget. See them soon!

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**baby's delicate skin**



*Johnson & Johnson*



# 200



Chestnut

Relish Green

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Peacock

Orange

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Pink

Blue

Navy

Beige

Maple

White

Black

Brown

15—count 'em—15

beautiful colors

in wonderful

washable

double-woven

nylon!



# KAYSER

## LETTERS TO THE EDITORS

CONTINUED

occasion. It's not hard to imagine that they will act special.

MRS. FRANK T. MADDEN  
Royal Oak, Mich.

• Dr. Ilg has found that a birthday party is not the time to expect or demand the best behavior of a 4-year-old, nor is it the occasion to correct an overexcited child.—ED.

### WILD BIRDS IN FLIGHT

Sirs:

Thank you for the outstanding bird pictures. It is a real contribution to the understanding of bird flight.

DORIS GATES

Chadron, Neb.

Sirs:

I now feel better about my own entry which failed to win. Stuart's shots are good technically, but represent the photograph in its most sterile use—purely a recording rather than a creative reporting instrument.

ROBERT L. PENNINGTON  
Springfield, Pa.

Sirs:

There is power and grace in these unusual pictures which are a delight to behold for all bird lovers.

MRS. L. WERNER KNOKE  
New Rochelle, N.Y.

### COMMUTERS' REBELLION

Sirs:

Loud applause ("The Commuters' Rebellion," LIFE, Feb. 6) for a very fair account of a very sad tale of a very rugged 21 months.

JIM PERSONS  
New Bedford, Mass.

Sirs:

Maybe there is too much Irish in McGinnis for the Bostonian, but being Irish myself I went out and bought 10 shares of B & M stock.

JOHN ROBINSON  
Great Neck, N.Y.

Sirs:

As one who did a great deal of traveling last year on both the Boston & Maine and the New York, New Haven and Hartford, heaven help the B & M because McGinnis won't.

HELEN MCALPIN HOAR  
Colorado Springs, Colo.

Please send

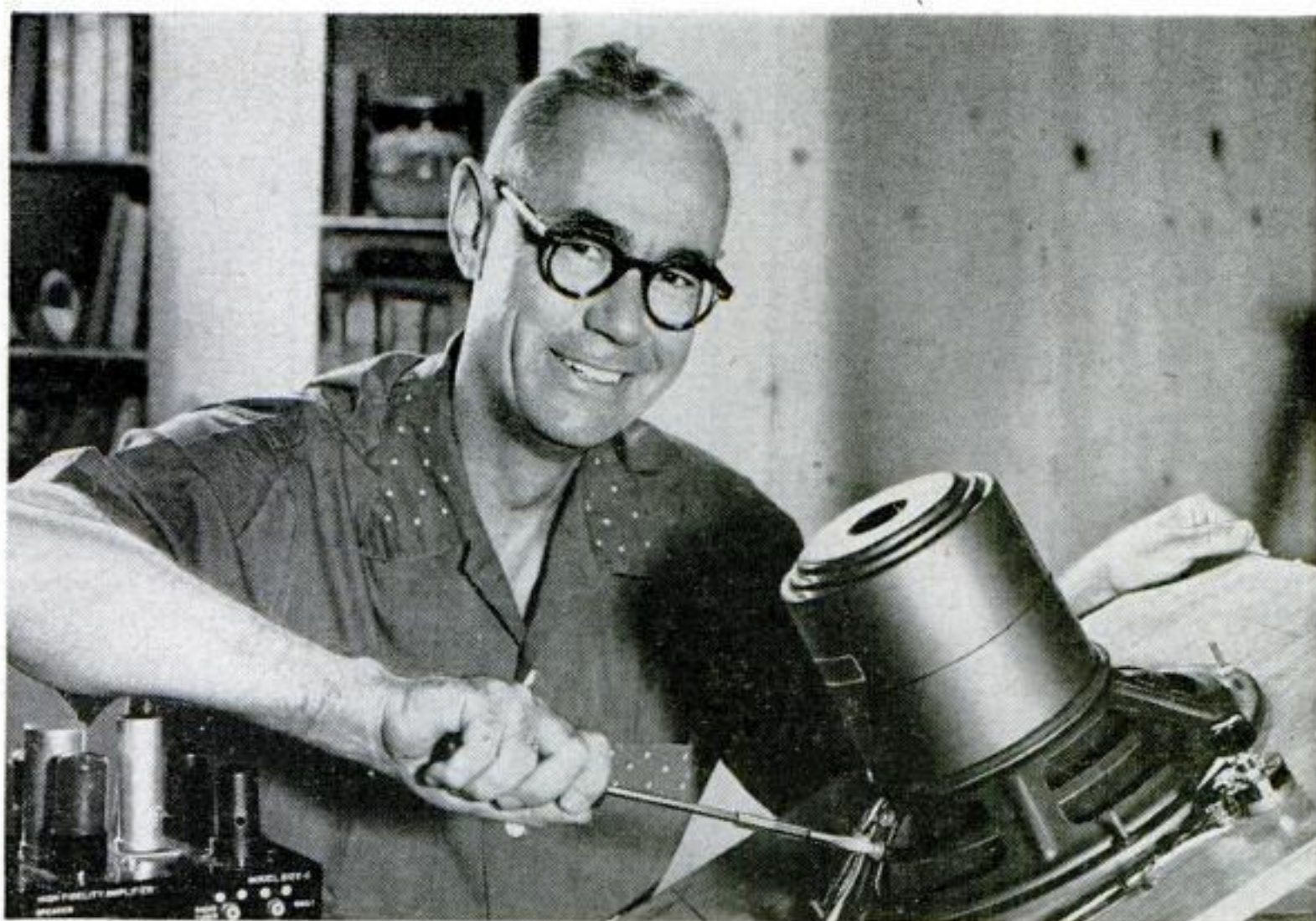


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## How a man of 35 can retire at 55 with \$300 a month

"Never knew I was a born craftsman until I retired. But, believe me, nothing has ever given me more satisfaction than the first shelves I built with my own two hands. Today I'm working on our hi-fi set. I've been turning out some really beautiful furniture in my basement workshop. But if it weren't for that \$300 check each month, I'd still be at the plant worrying about production figures.

"In a way, I have my father to thank that I'm retired at 55. Twenty years ago we were right in the middle of the depression. My father had always told us he hoped to retire at 65. But when the time came, his savings weren't large enough to rely on, so he was forced to keep on working. I was 35 then. My job promised a good financial future, so I went from day to day without thinking ahead.

"Then one day my father pointed out that he had had the same kind of promising job when he was my age. He and my mother lived comfortably, sent us children through college, traveled. Somehow the money went as fast as it came in. He had never been able to save enough to retire.

"I began to think seriously. With a wife, two children and a third on the way, I hadn't saved much. As the children grew older, expenses would go up. And even if I were able to save, what would happen if I outlived my savings?

"I started reading everything I

could on ways to retire. One day I saw an ad for a plan that seemed different. It was called the Phoenix Mutual Retirement Income Plan. Provided I started young enough—and I was definitely young enough—this plan could provide an income from \$10 to \$300 a month for life.

"I clipped the coupon and sent for the booklet. I discovered I'd actually be able to retire at 55, ten years earlier than the age my father had suggested. That fact alone was enough to make me decide on Phoenix Mutual, but I took time and carefully compared it with all other plans. It was still Phoenix Mutual for me.

"Shortly afterward I applied and qualified for a Phoenix Mutual Plan. That was only twenty years ago—twenty short years of feeling secure about my future. When my first check for \$300 came, I retired. I've started a new career in my workshop—my secret ambition for years."

### Send for Free Booklet

This story is typical. Assuming you start at a young enough age, you can plan to have an income of \$10 a month to \$3,000 a year or more—beginning at age 55, 60, 65 or older. Send the coupon and receive, by mail and without charge, a booklet which tells about Phoenix Mutual Plans. Similar plans are available for women—and for employee pension programs. Don't delay. Send for your copy now.

Plan for men

Plan for women

ESTABLISHED 1851

## PHOENIX MUTUAL

Retirement Income Plan

**GUARANTEES YOUR FUTURE**

OVER 100 YEARS OF LIFE INSURANCE PROTECTION FOR BUSINESS AND FAMILIES

PHOENIX MUTUAL LIFE INSURANCE CO.  
175 Elm Street, Hartford 15, Conn.  
Please send me, without obligation, your free 28-page book showing new retirement income plans. ☐ Plan for Men ☐ Plan for Women

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Of all moisture creams...

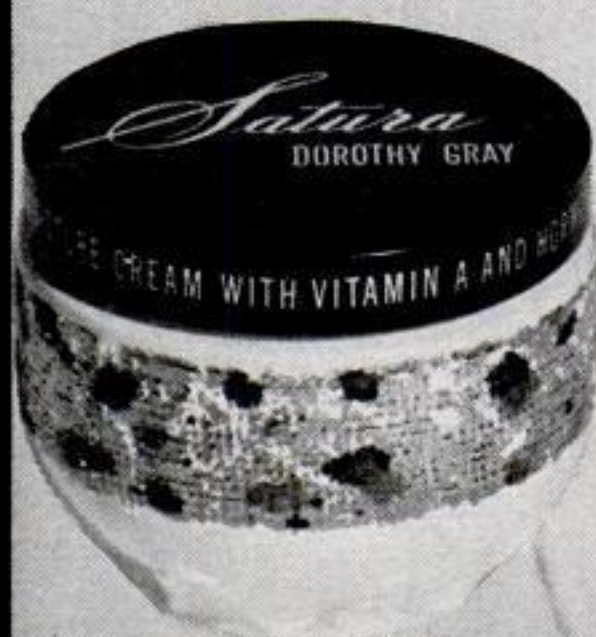


the richest  
in beauty—  
**Satura!**

Help your skin to help itself with the moisture cream that contains all of today's freshest beauty discoveries. Special elements draw moisture from the air to caress the skin surface. A rich helping of Vitamin A works to guard it against rough, flaky areas. 10,000 units of estrogenic hormones in every ounce help clear and firm tired skin, help cushion against tiny wrinkles. Start with Satura tonight... feel it disappear greaselessly, prettily to bring the morning delight of a delectably younger looking skin. \$3.50 and \$5.00.

**Salon Secret:** for extra-thirsty, dry skin, smooth on a thin film of Satura again in the morning. Then apply your foundation—glamorous Sheer Velvet Film by Dorothy Gray, \$1.25.

For beauty the modern way...



**Dorothy Gray**

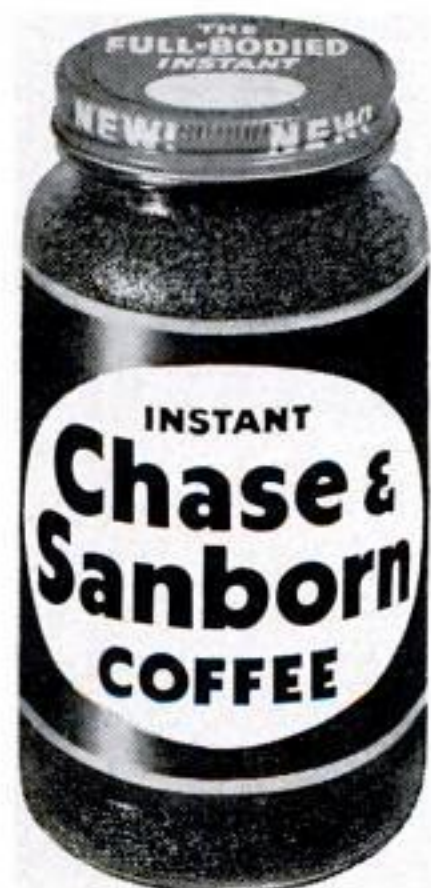


# Remarkable!...



the  
instant coffee  
underneath  
this lid!

**It's Chase & Sanborn's brand-new  
instant coffee—**

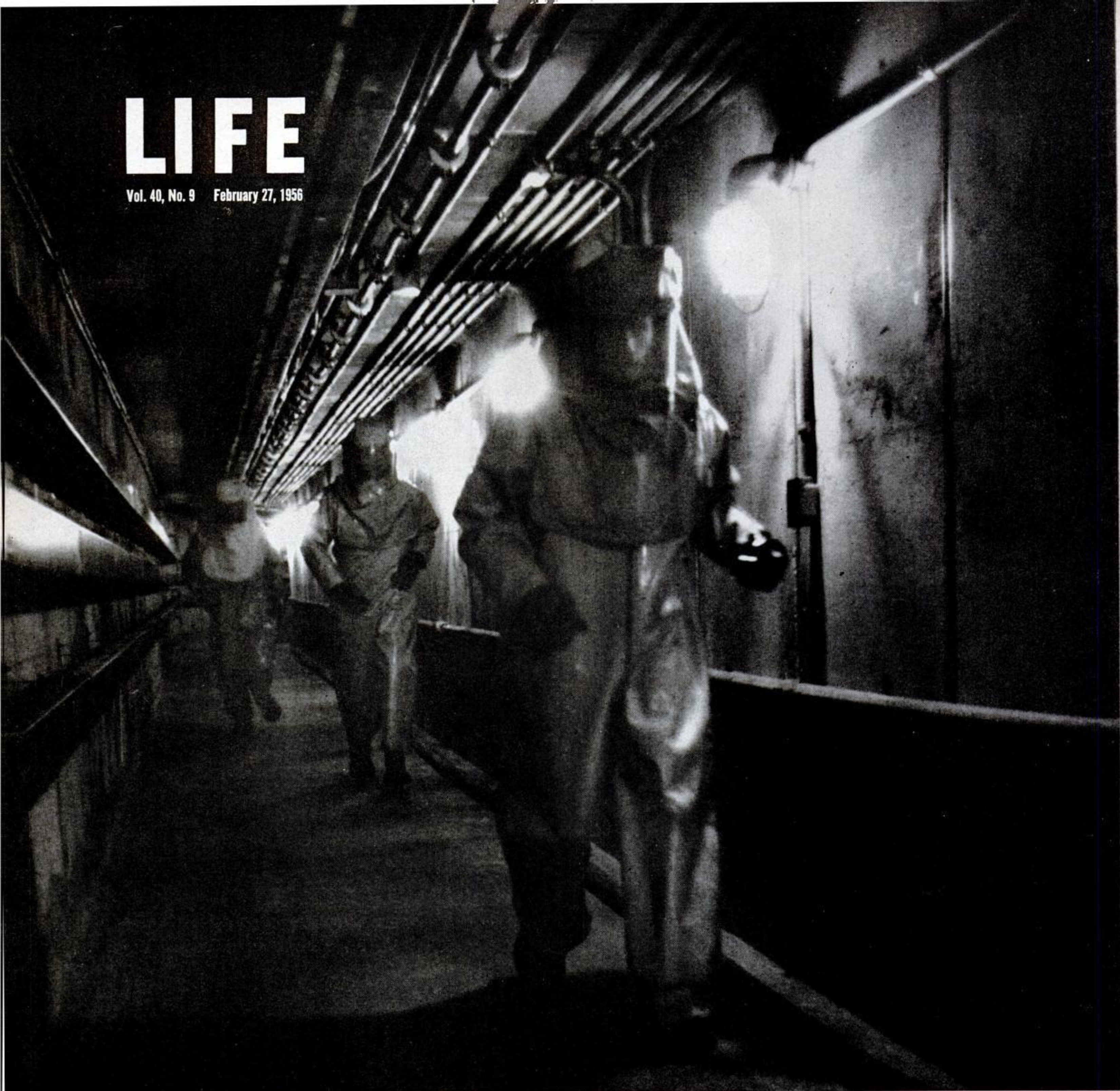


*Voted Best for Flavor  
by 2 to 1*

In carefully conducted tests against other leading instant coffees, where housewives had no knowledge of brand or type of coffee served—they chose this *full-bodied* instant over all the rest!

**Chase & Sanborn** — *the Full-Bodied Instant*





CLAD IN SUITS WHICH PROTECT THEM FROM MISSILE FUEL, AIR FORCE TECHNICIANS DASH THROUGH TUNNEL FROM LAUNCHING SITE TO SAFETY OF BLOCKHOUSE

## U.S. RACES FOR A SUPERMISSILE

In remote stretches of the U.S. last week, strangely clad men at secret research bases were rushing tests for a weapon which could well decide the outcome of any future war: the long-range guided missile. In scores of factories scientists worked full blast to develop a pilotless weapon which could span continents with a thermonuclear bomb. But in Washington there was anxious questioning. Was the U.S. missile program, for all the effort, really lagging behind that of the Russians?

The Russians last week boasted that they already had "mighty guided missiles"—and some highly placed Americans believed this. Senator Henry Jackson, criticizing U.S. progress, had said that the Soviet Union was nearly ready to fire a ballistic missile capable of hitting a target 1,500 miles away. The U.S. Air Force's own missile expert, Trevor Gardner, resigned as assistant secretary of the Air Force because, he said, he was denied the kind of backing which would enable the U.S. to

keep ahead. President Eisenhower himself stepped into the argument. "In certain fields," he said, "I am sure we are well ahead of the other side. In certain fields I think they are probably ahead of us."

Amid the arguments Defense Secretary Charles Wilson announced that he would appoint a missile "czar." The czar would be armed with an estimated \$2 billion appropriation in the first year alone to run a crash program similar to World War II's A-bomb Manhattan Project. The goal would be 1) to meet the possible Russian 1,500-mile threat with a U.S. intermediate missile, 2) to maintain a defensive lead with a greater weapon, the Intercontinental Ballistic Missile (ICBM). Already in its arsenal the U.S. has the Snark (*p. 31*) which, however, has limitations as a long-range missile, and the Army's short-range Redstone (*opposite page*). In pictures which have been cleared for publication by the Defense Department, LIFE here shows U.S. progress in producing the ICBM.







## THIS IS HOW AN ICBM MIGHT APPEAR AS IT TAKES OFF FOR ITS 5,000-MILE TRIP

Below, in a cutaway drawing, is the goal of the missile program and the center of the Washington controversy—an Intercontinental Ballistic Missile shown in hypothetical form as it blasts off from its launching pad. A huge wingless rocket roughly the size of a B-29 fuselage—about 85 feet tall and 10 feet thick—the ICBM will be aimed like an artillery shell rather than flown like a plane. It will make its 5,000-mile trip in about 30 minutes, reaching an altitude of 600 miles. Packed inside it are more than a million working parts,

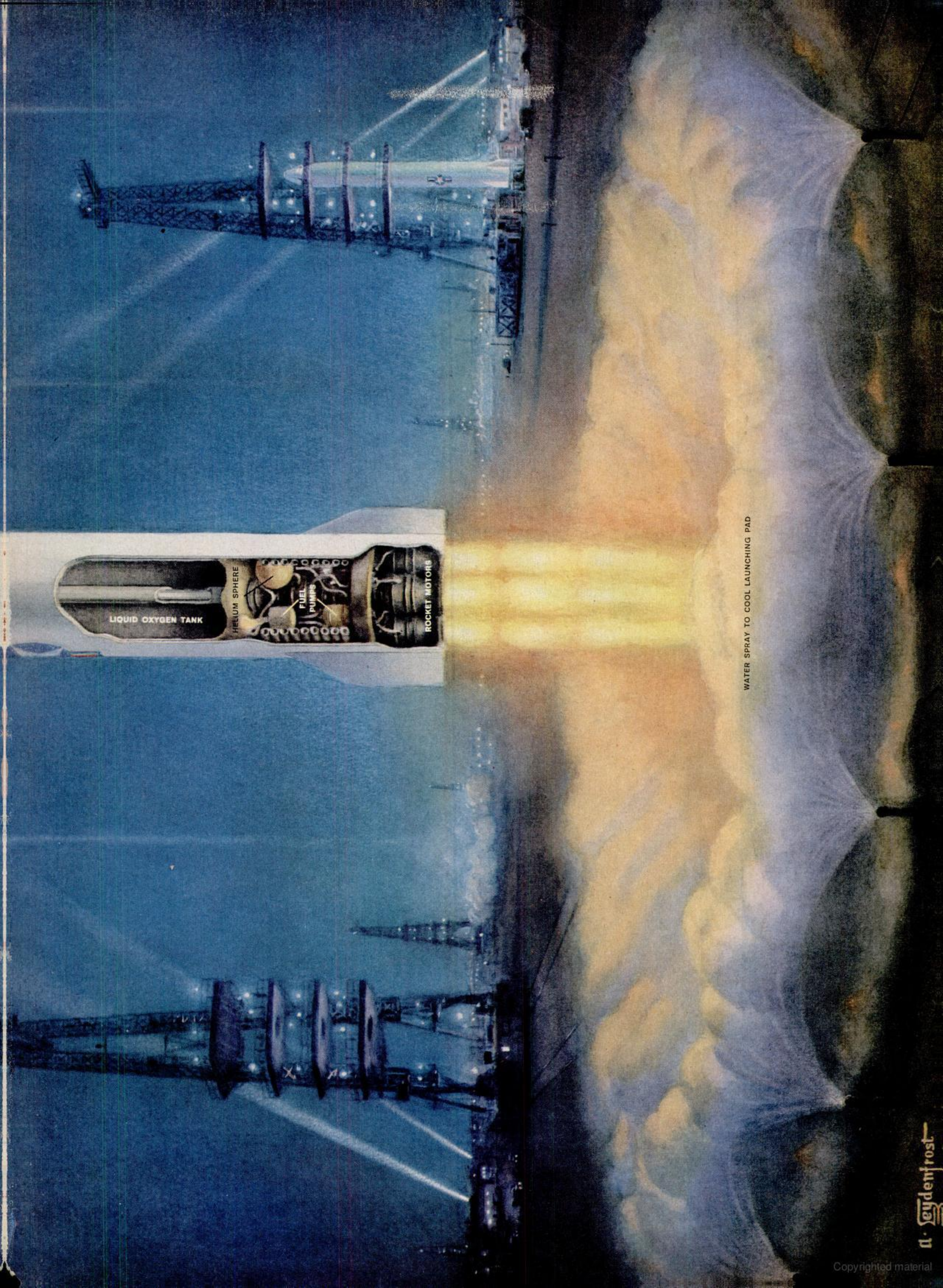
each of which must function with the precision of a watch to keep it on course as it speeds through space at a maximum of 15,000 mph.

Before take-off the missile will be embraced by a steel gantry like that at the left below, which has pulled back to safety along its railroad tracks. Another gantry, at the right, holds an ICBM as technicians get it ready for take-off. As the engines snort fire, water is sprinkled onto the pad to keep it cool in the heat of the blast, creating clouds of steam. In the night sky are other missiles already fired.

Soaring into space the missile gulps its fuel through a maze of pipes and pumps. Liquid oxygen, mixing with the fuel under pressure of helium gas, provides the high combustion which gives the missile its power. Once it has reached a pre-set distance, the missile will break in two just behind the warhead's fins. The huge body will fall away. The warhead, stabilized by its fins, will continue under its own momentum to the target with its payload, a thermonuclear bomb, packed away in its nose.





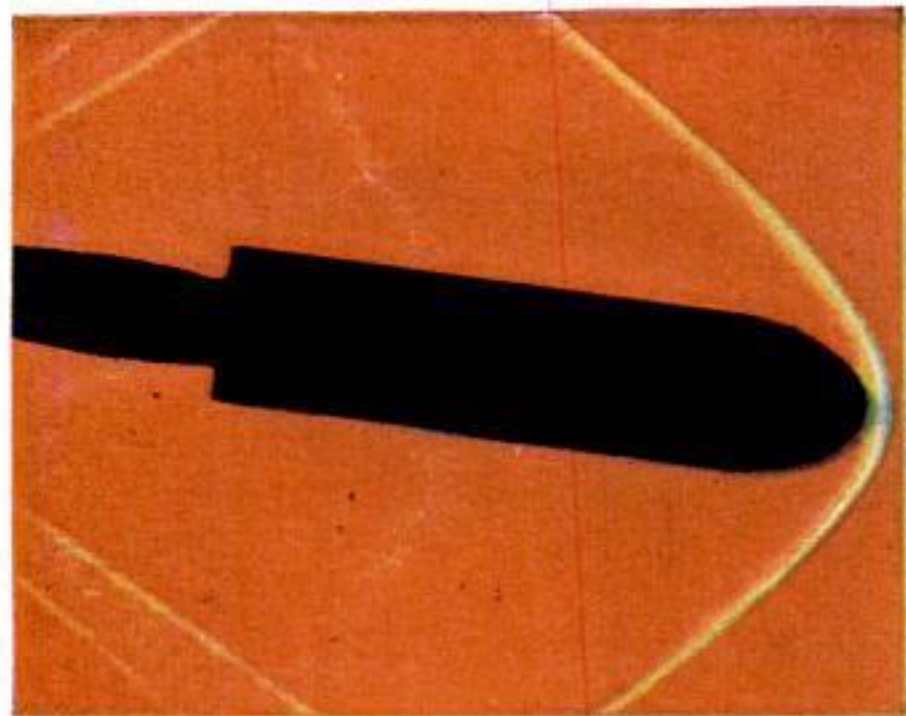


WATER SPRAY TO COOL LAUNCHING PAD





**POINTED NOSE**, photographed in wind tunnel by camera filtering spectrum, forms shock wave (yellow line) which is too thin to slow missile appreciably.



**ROUNDED NOSE**, placed at same angle as shape at top, forms heavier shock wave which would act as brake on missile, thus cut down on friction heat.

## THE MAJOR PROBLEM IS BEATING THE HEAT

The greatest single technical problem which must be solved in the building of the ICBM is to find a material for its warhead which will not melt away under the tremendous heat generated on the last leg of its journey toward the target. In rising through the atmosphere the missile travels at relatively low speeds. When the warhead is traveling at its top speed of 15,000 mph, it is passing through outer space where the air is so thin that little heat of friction develops. But in the last 30 seconds the warhead plunges back into the earth's atmosphere where the dense air creates so much friction that the warhead's temperature will rise to about 5,000° F. Most conventional materials will disintegrate at such a temperature—as do most meteorites which enter the earth's atmosphere.

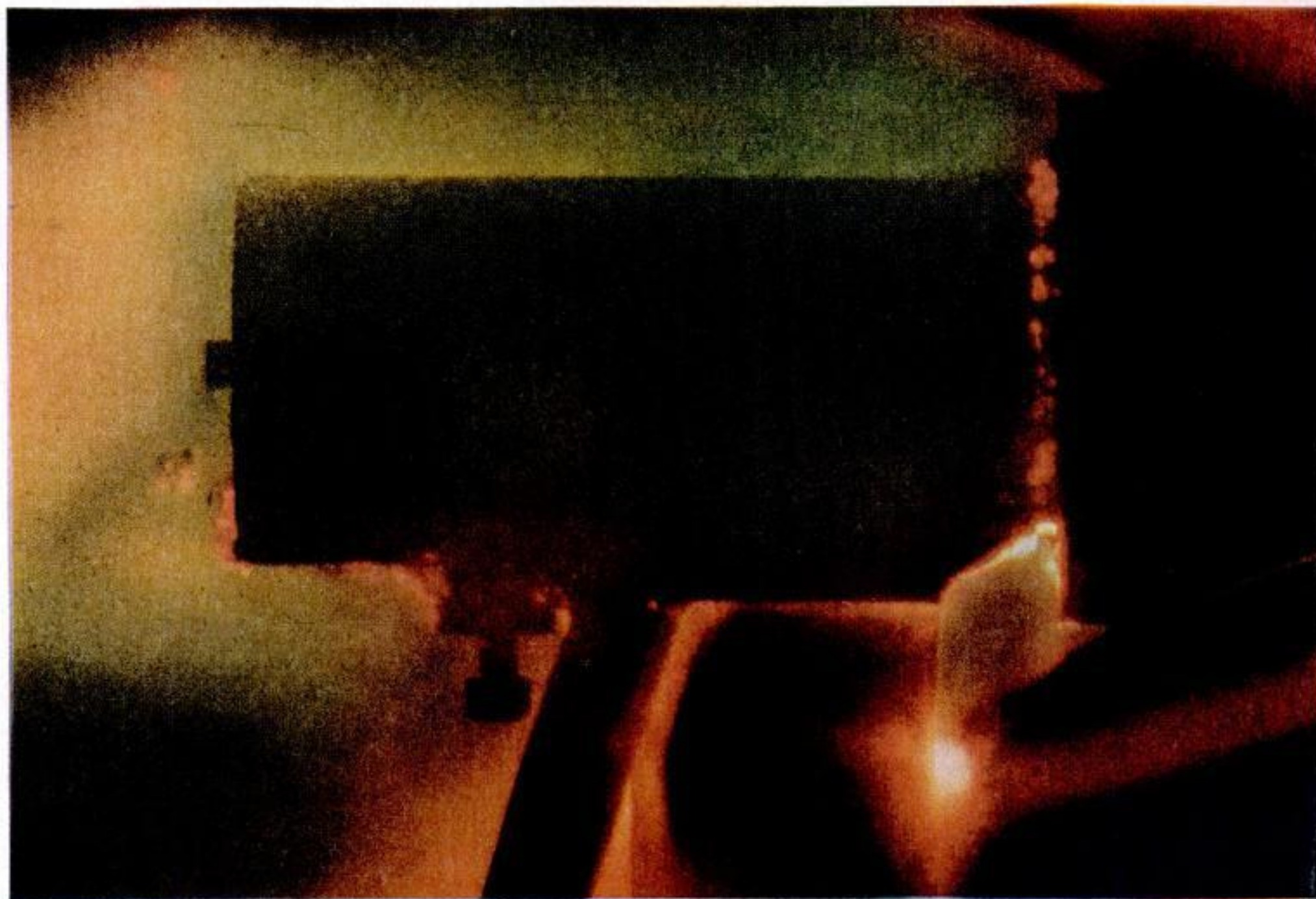
Ways must be found to keep the warhead intact under such heat. One way is to slow the warhead down. This can be done by equipping it with dive-brakes like an airplane or with rockets firing in reverse direction. Another possibility is to make the nose blunt rather than pointed. Tests like those shown above indicate that a blunt nose creates a shock wave ahead of it which might be strong enough to act as a natural brake on the missile. Slowed down, the warhead would suffer some melting but would probably not disintegrate.

But these are not fully satisfactory solutions. At laboratories around the U.S. missile scientists are busily conducting experiments (right) to find a material which is able to sustain intense heat without melting appreciably.



**IN RED-HOT BLAST** of a rocket engine (out of the picture at right) a nose cone model made of copper is tested to determine how a copper cone would

stand up under similar severe heat generated by a missile shooting through the atmosphere at hypersonic speed. Held firmly in place in the test furnace

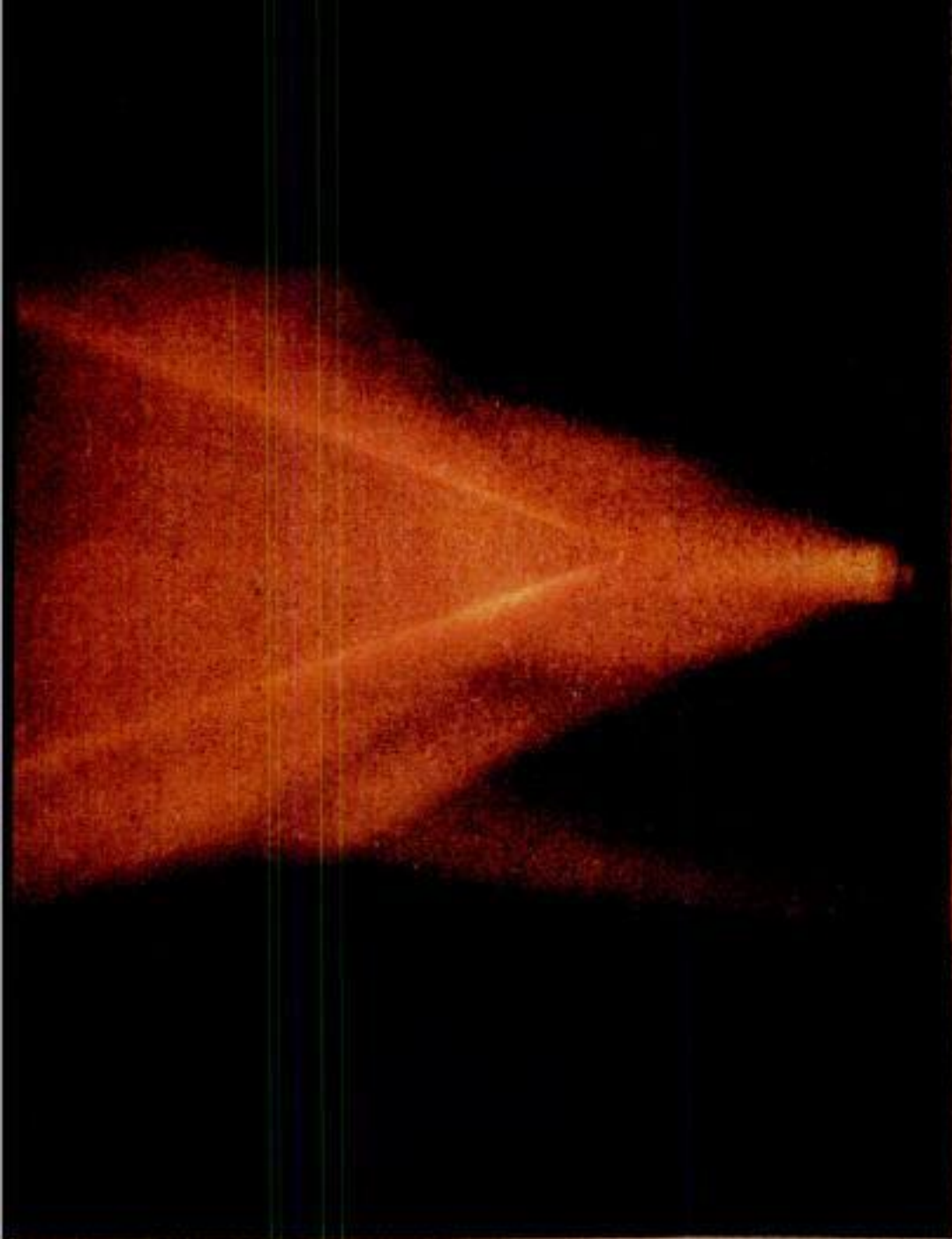


**AS HEAT INCREASES** in burning test, the copper form begins to turn green and is engulfed in a supersonic shock wave (red clouds) caused by the rocket

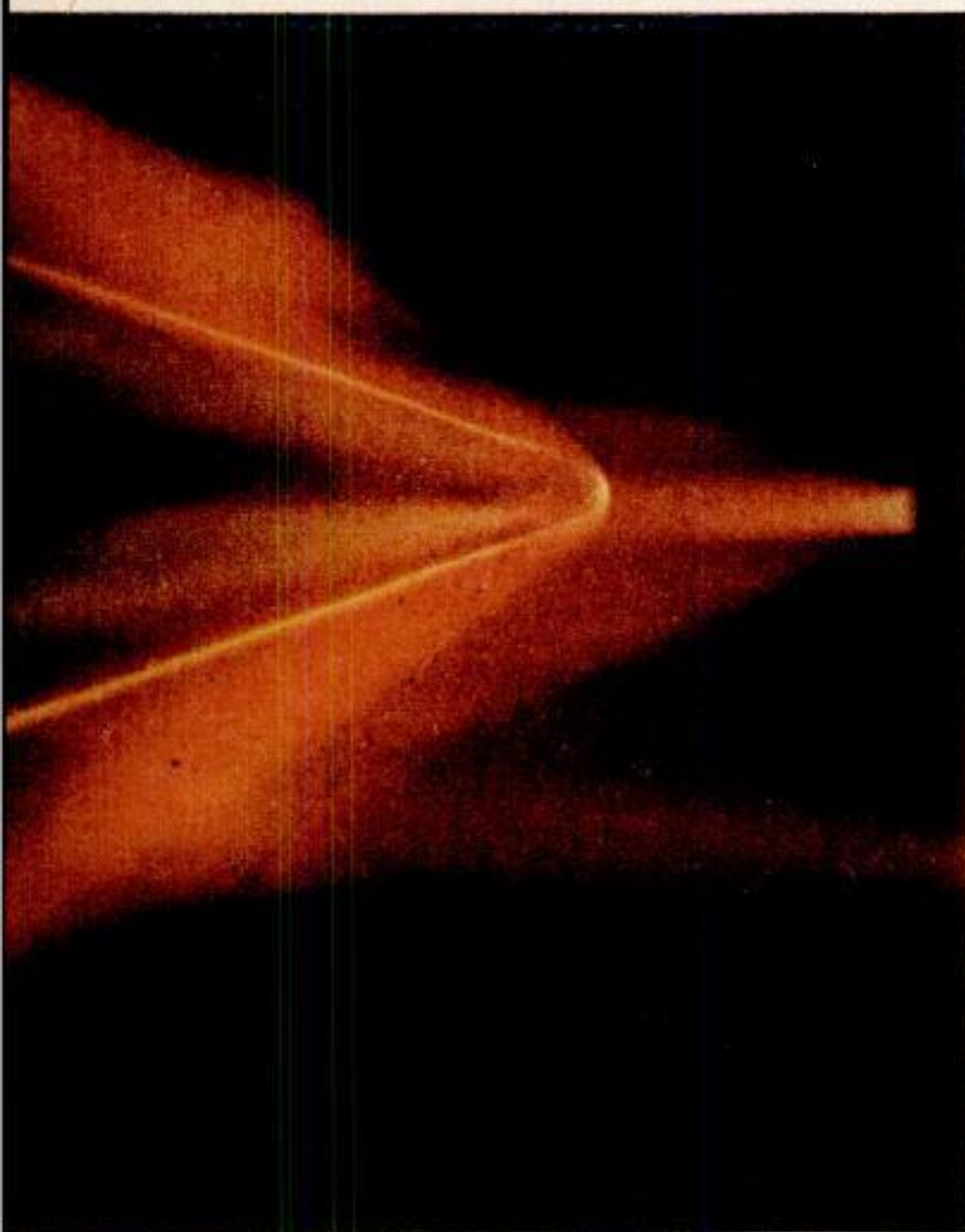
blast. Change of color is result of bits of copper melting away and dripping into the hot blast. In picture below the nose cone tip starts to disintegrate.



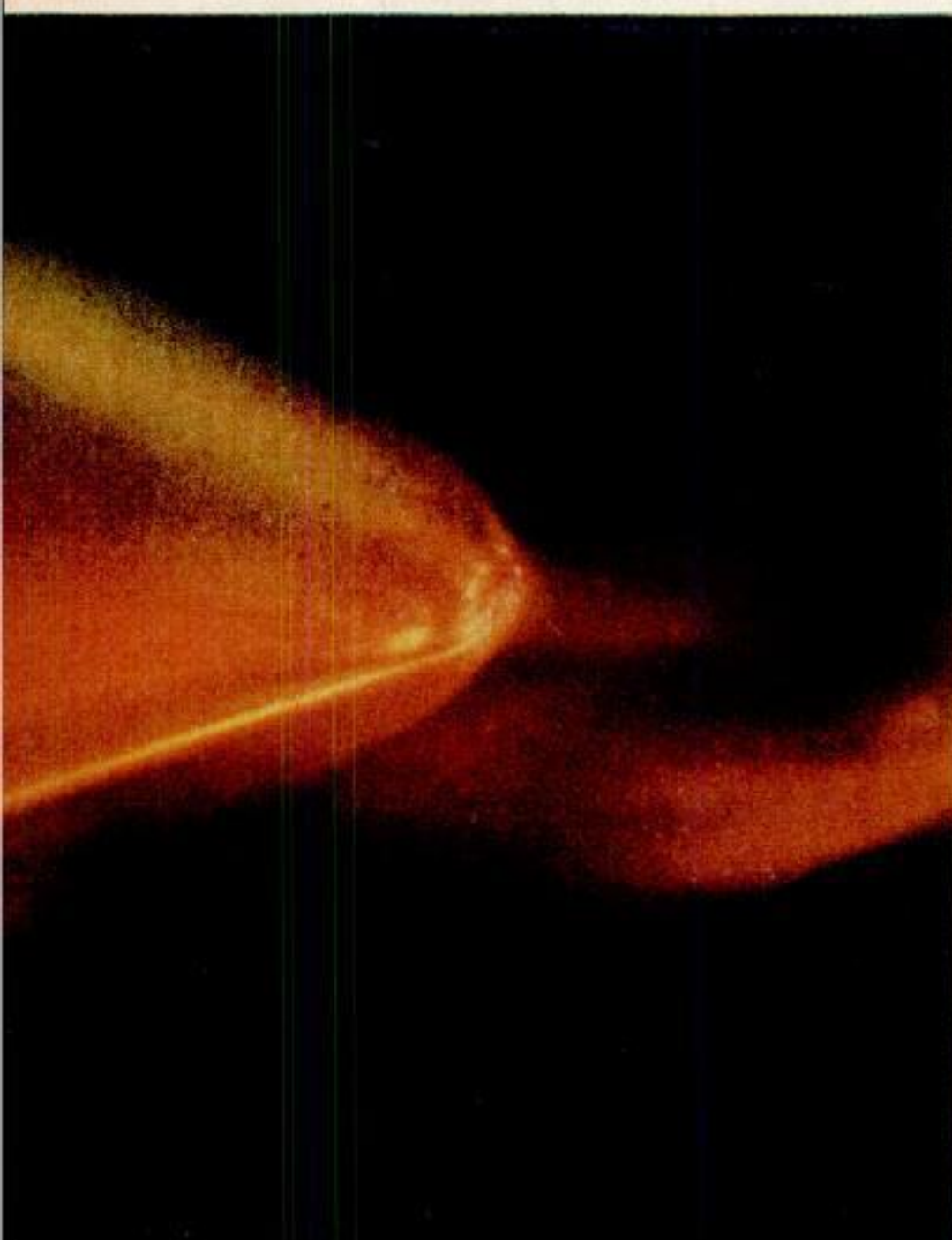




by a metal support, the nose cone begins to glow as jet of heat from the rocket hits it directly on its tip and streams back over the test shape surface.



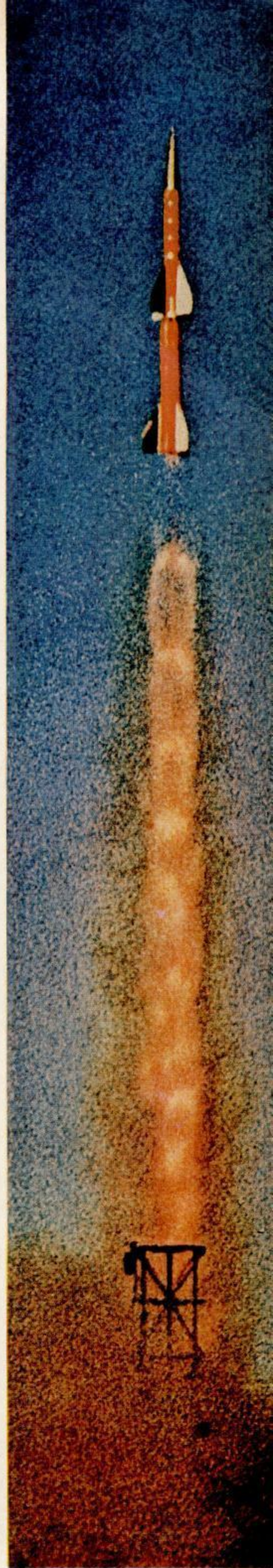
Similar burning tests are made of other materials to determine which material resists heat the most, is thus the most feasible for missile construction.



**IN TEST FLIGHT** Air Force high-speed rocket is photographed in three positions by a sequence camera as it zooms skyward, enveloping its launching



platform in a tail of flame. This missile, designed to study the problems of heat, carries instruments which will record temperatures during the flight.



CONTINUED

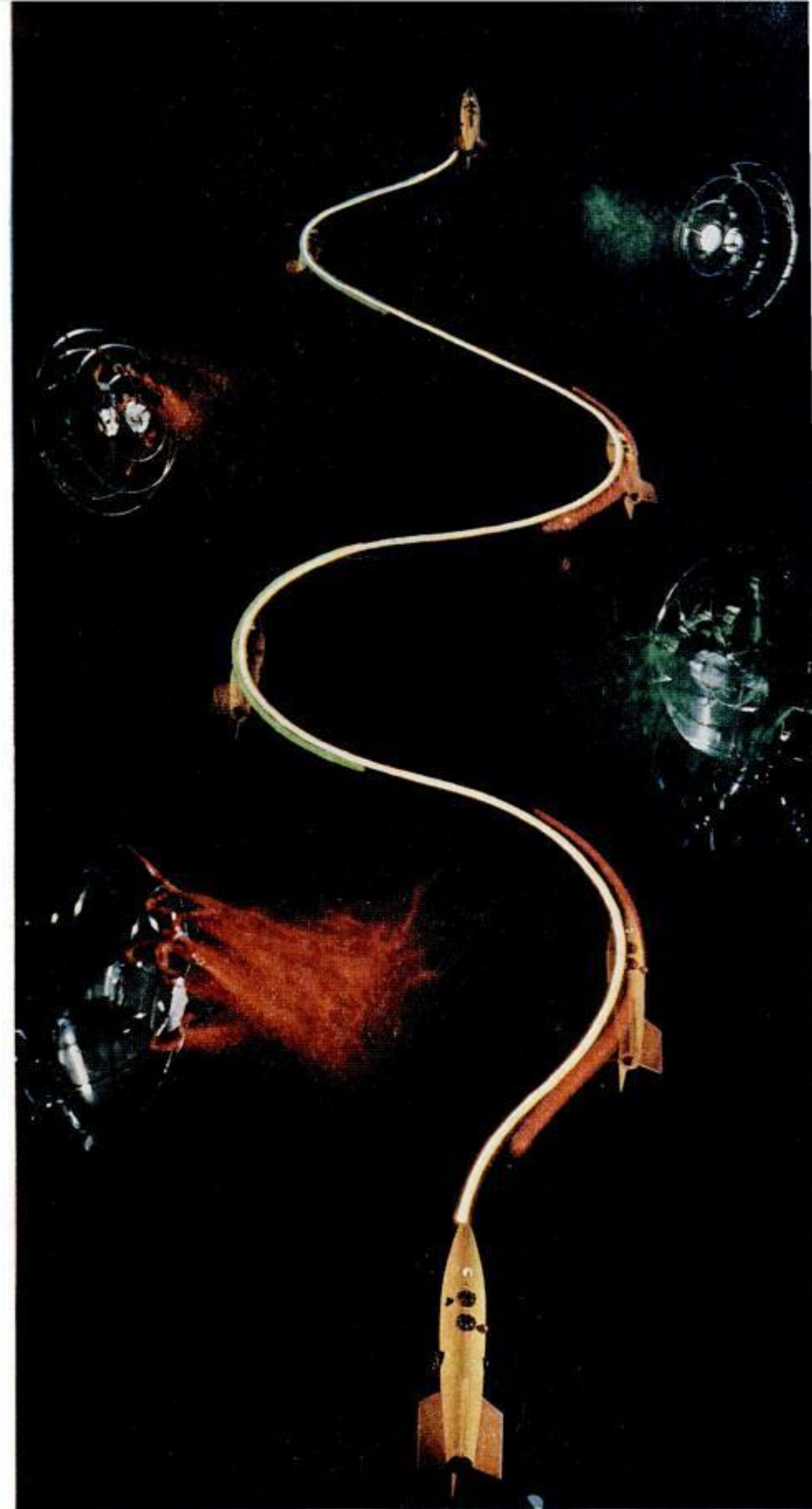
Copyrighted material



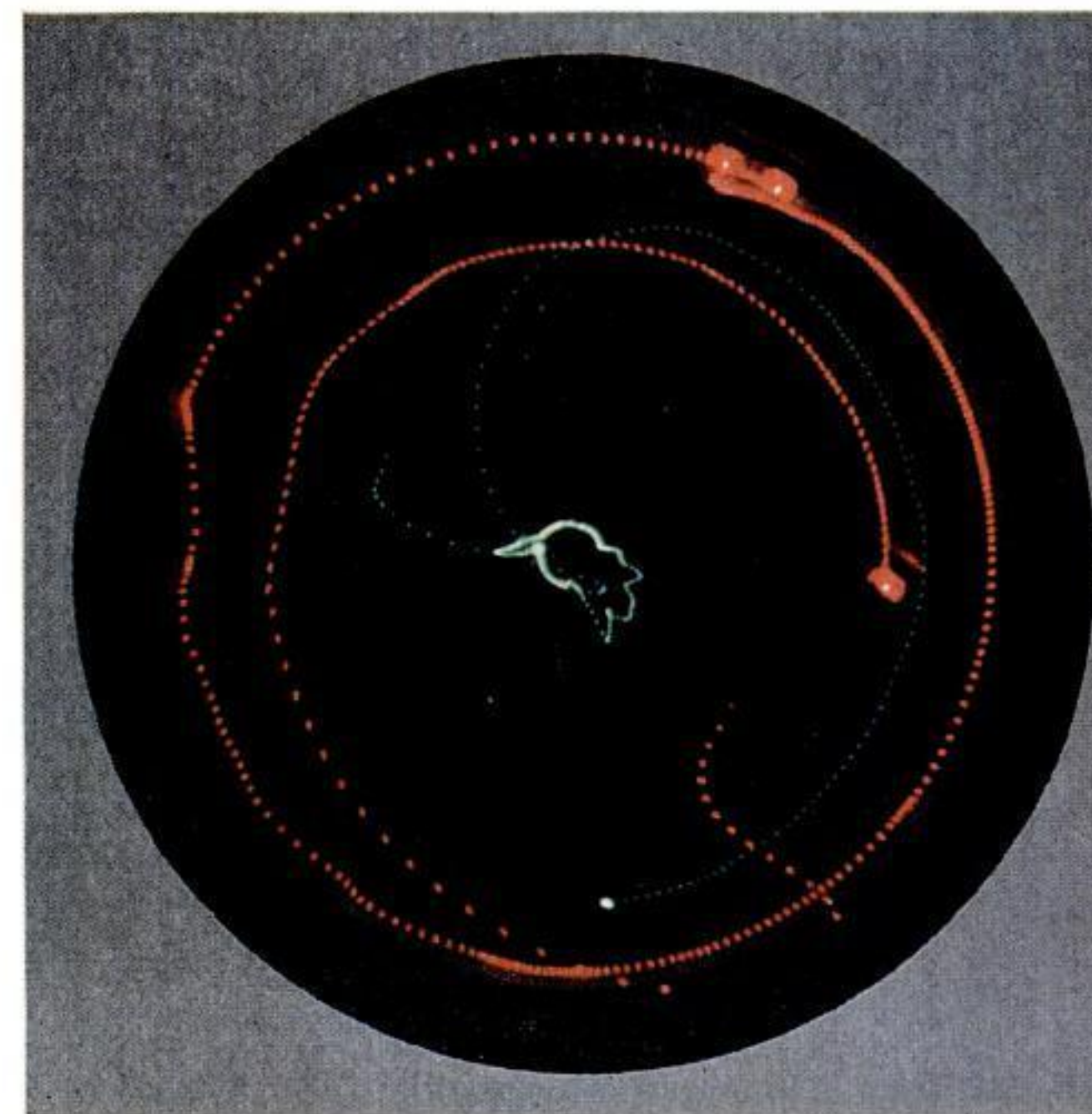


**TRACKING A MISSILE** in control room at Patrick Air Force Base, Fla., man silhouetted in foreground studies transparent chart of test area to make sure it is clear of ships. Men

behind chart at right follow missile's flight on recorders which plot its course. Officer seated behind missile symbol holds button, ready to explode missile instantly if it goes off course.

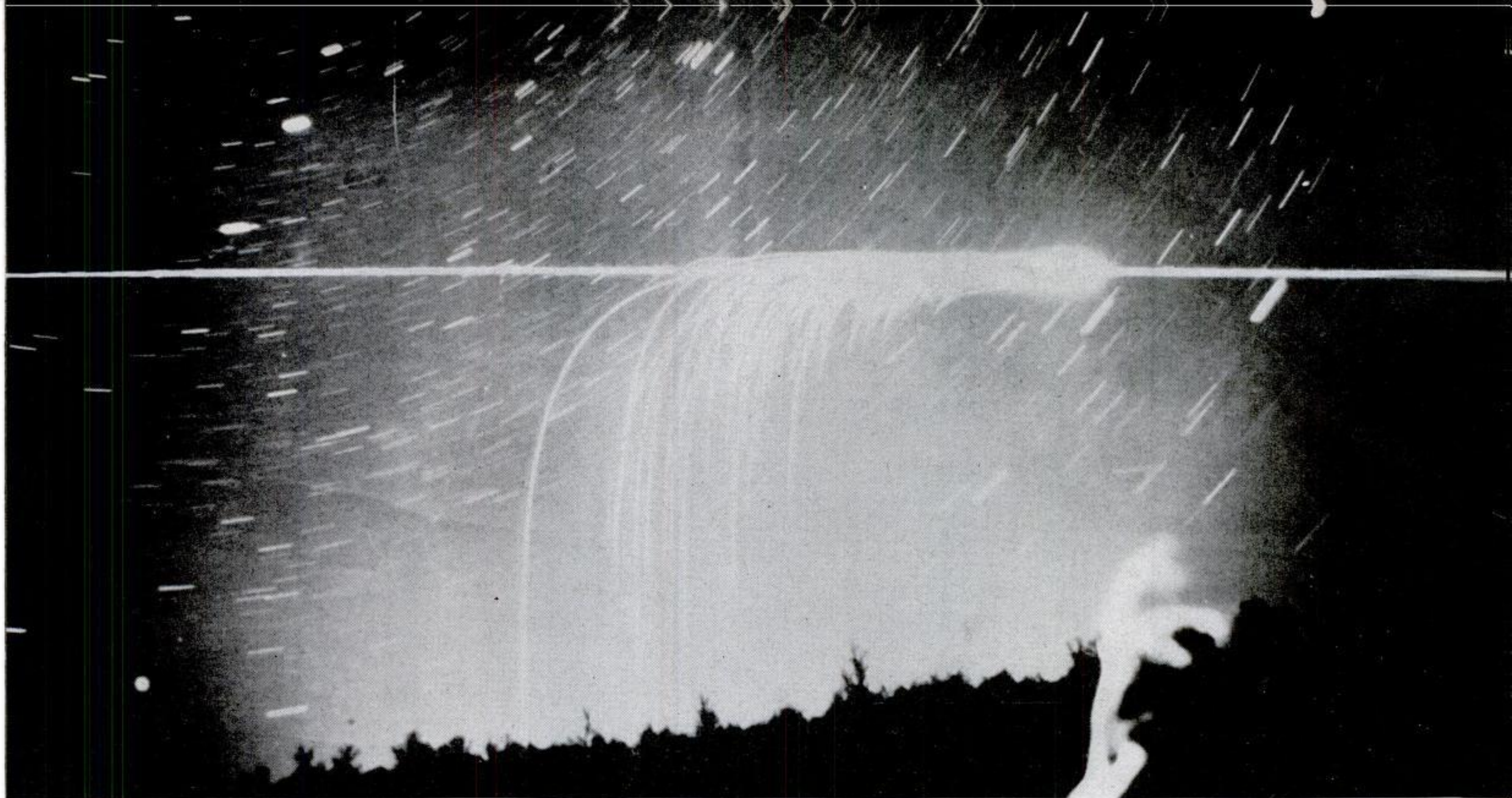


**GUIDANCE SYSTEM** which could be used in ICBM is shown in demonstration set up by U.S. Time Corp., maker of guidance components. Electric fans, blowing red and green ribbons which appear blurred on this time exposure, represent pressures which could alter course (*white streak*). As red or green force shoves missile off course, gyroscopes detect the shift, send electronic warnings represented by red and green streaks. Missile's computers receive these warnings, electronically correct its course.



**SELF-PORTRAIT OF PATH** of rocket was made on circular film mounted in nose. Red and green markers flashing along rocket course appear on film as spiral dotted lines. Dips in both lines indicate where rocket veered erratically from its course.





**FIZZLING OUT**, engine in missile reaches cut-off point as test rocket equipped with headlight for tracking purposes makes streak across night sky. Blurred lines

are caused by movement of stars. By comparing position of rocket with known positions of stars, scientists can determine whether it was on correct flight path.

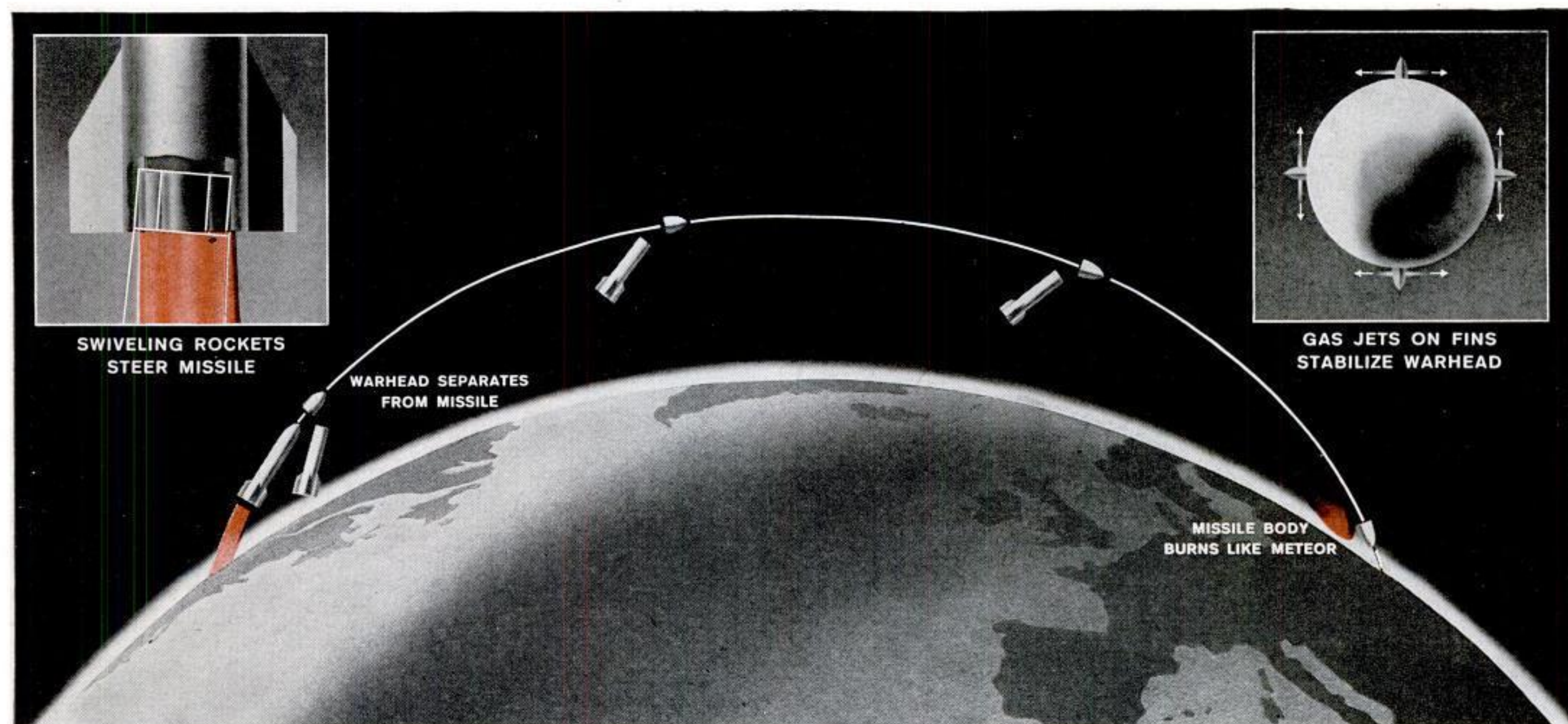
## ONCE AIMED AND LAUNCHED, THE MISSILE MUST THEN GUIDE ITSELF

An ICBM warhead need not hit its target with bull's-eye accuracy, for its thermonuclear blast can do lethal damage within a radius of about 10 miles. But it should come at least that close. This need for precision permits an error of only .2% in a 5,000-mile flight.

To achieve this precision, several kinds of guidance systems could be used. One possible system would work like this: before the missile blasts off, all the factors involved in its flight—such as distance, the missile's weight and atmospheric conditions it is likely to meet—are worked out as mathematical equations and recorded electronically. Just before take-off this recording is placed in the missile's "brain," a complex circuit of gyroscopes and computers located behind the warhead. As the missile

rises, the brain converts the recorded data into electronic signals which work the controls (*below*) to turn the missile into its trajectory. All conditions being equal, the missile should land smack on the target.

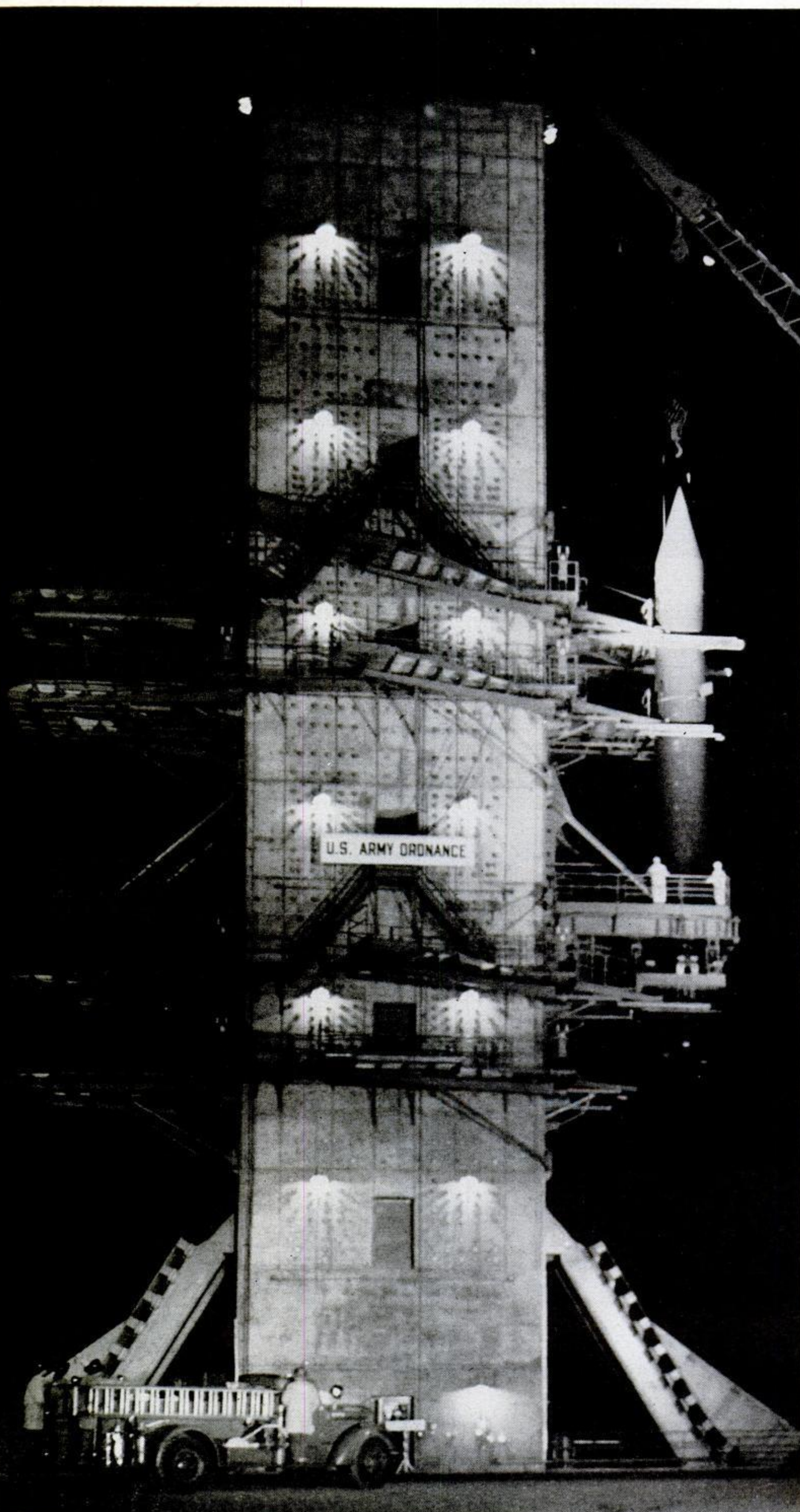
But all conditions are not equal. Strong winds and variations in the forces of gravity found at different latitudes will exert pressures upon the missile which cannot be allowed for beforehand. Again the brain takes over. Obeying the simple law of inertia—the tendency of any mass to continue in whatever direction it starts and to resist any altering of this course—the brain "feels" each tiny deflection and works the controls to shift the missile instantly back on its course. Because of its reliance on inertia this particular guidance system is described as "inertial guidance."



**STEP-BY-STEP SCHEDULE** of hypothetical missile's flight is depicted in this drawing. Rising almost vertically to limit of earth's atmosphere (*path shown in red*) it enters outer space and is guided into trajectory by its engines, which swivel (*inset, above left*) like an outboard motor to change course. At altitude

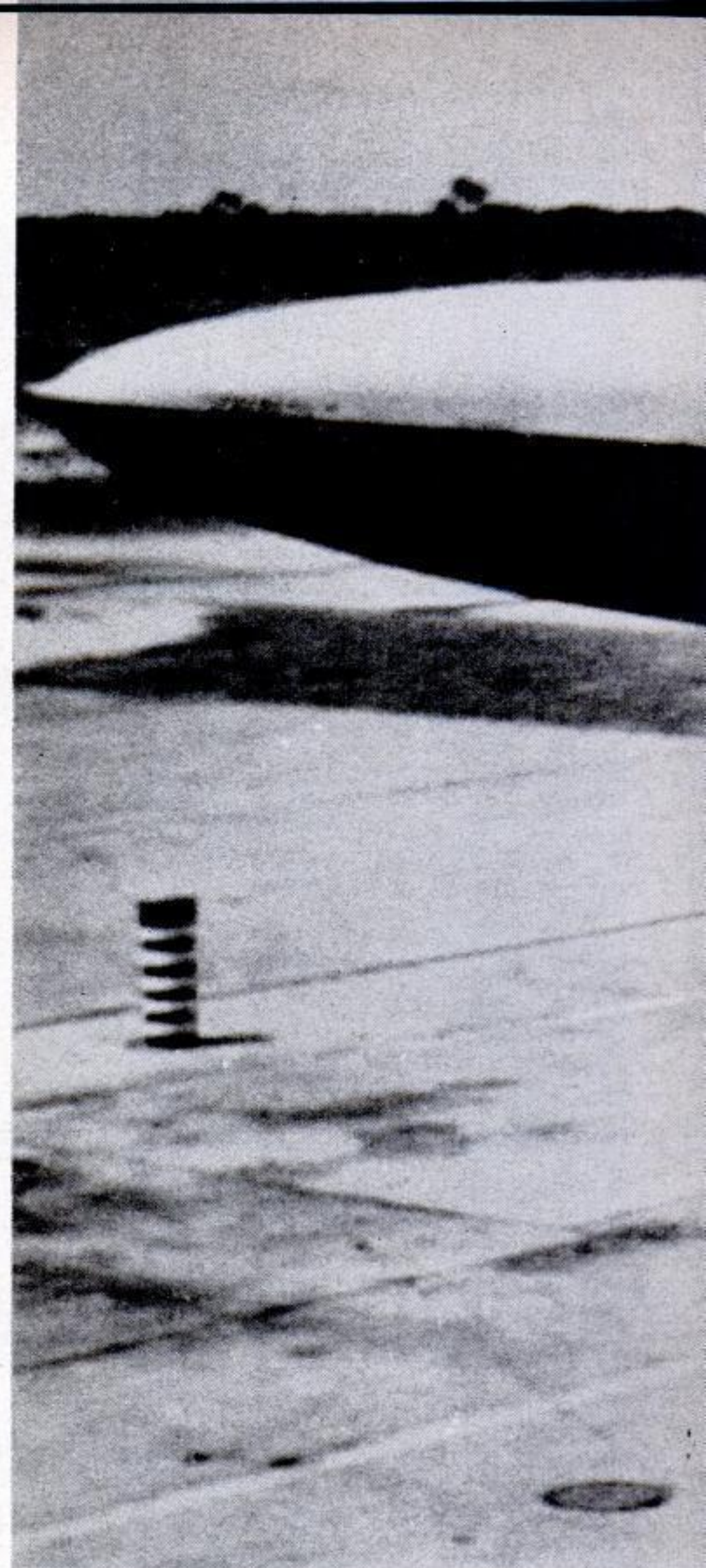
of about 300 miles, engines cut out, guidance ceases and warhead breaks free to continue to target. Gas jets on warhead fins (*inset, right*) keep it from tumbling as it descends and point the nose toward target. Body of missile follows same trajectory but burns up like meteor (*red splash*) when it re-enters atmosphere.





**PREPARED FOR TEST.** Army Redstone is locked into place on concrete stand. Stand is used to fire

missiles in stationary position and study engine performance. One like it will be used to test the ICBM.



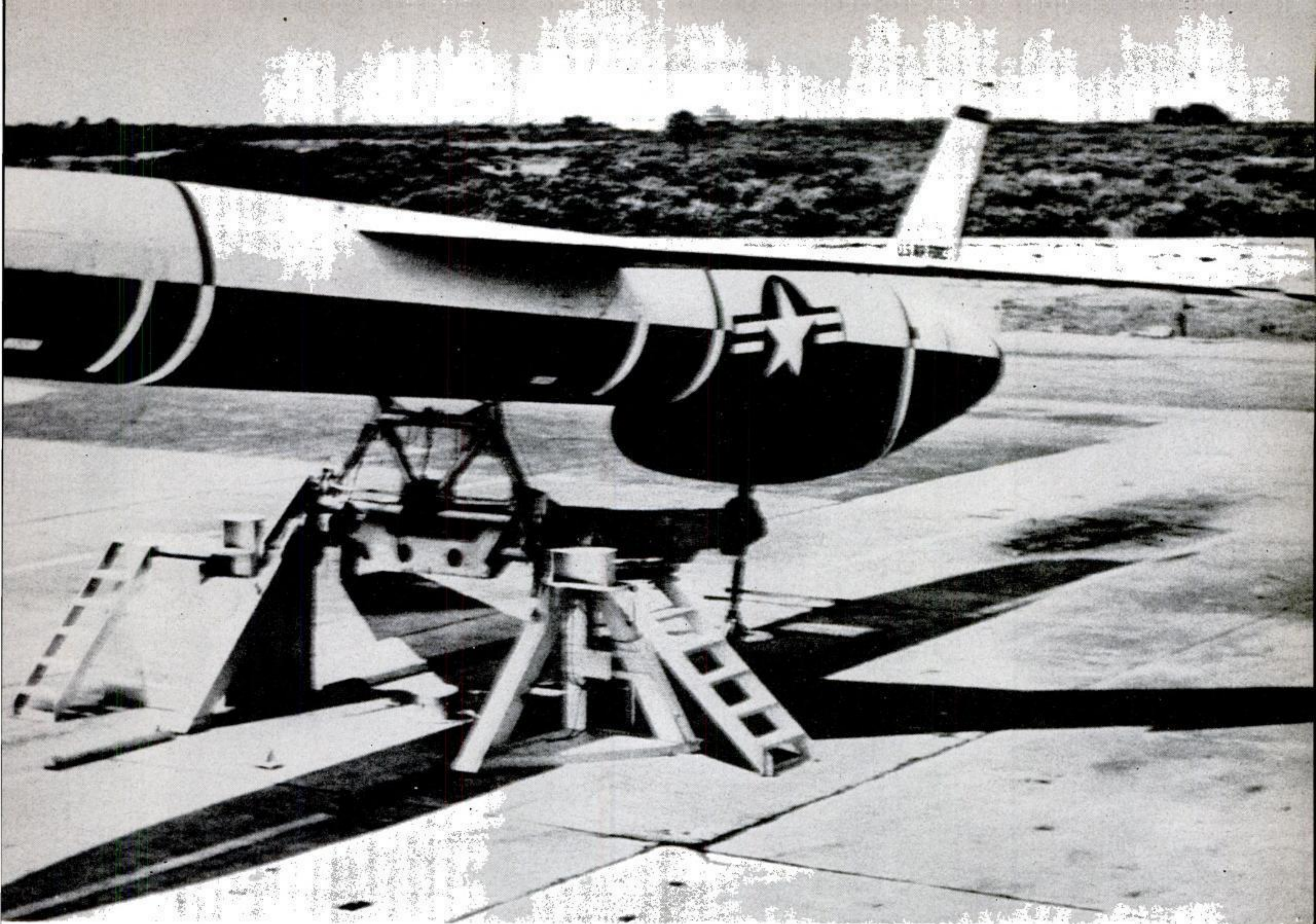
## MANY-SIDED PROGRAM

The awesome, concrete structure at left, clasping a missile in its steel claws, is a forerunner of the tower which will test the U.S. intercontinental missile. For reasons of security no estimate can be given as to when this test will occur. But the U.S. is now laying out a huge firing range which extends for 5,000 miles, the ICBM's range, into the Atlantic Ocean from Patrick Air Force Base, Fla. Islands in the Bahama chain now contain stations for tracking and studying the ICBM in its maiden flights.

While it awaits the ICBM, Patrick is being used to test other missiles already in the U.S. arsenal. The Snark (*above*), made by Northrop and named after the creature of Lewis Carroll's poem, is a winged missile built for the Air Force. The Army's Redstone (*p. 23*), which was named after the Redstone Arsenal in Alabama where it was developed, is a ballistic rocket designed with the help of German V-2 experts who are now working for the U.S. (*next page*). Made portable for quick use by combat GIs, it is now undergoing improvement. The Army has also launched a program to build an intermediate range ballistic missile (IRBM) to match the 1,500-mile range being approached by the Russians. North American Aviation, which is involved in the ICBM project, has produced an intercontinental missile of its own called the Navaho.

The missile production program, in its entirety, will cost the nation many billions of





**AIR FORCE SNARK**, winged intercontinental missile, is shown at Patrick Air Force Base. Wings and

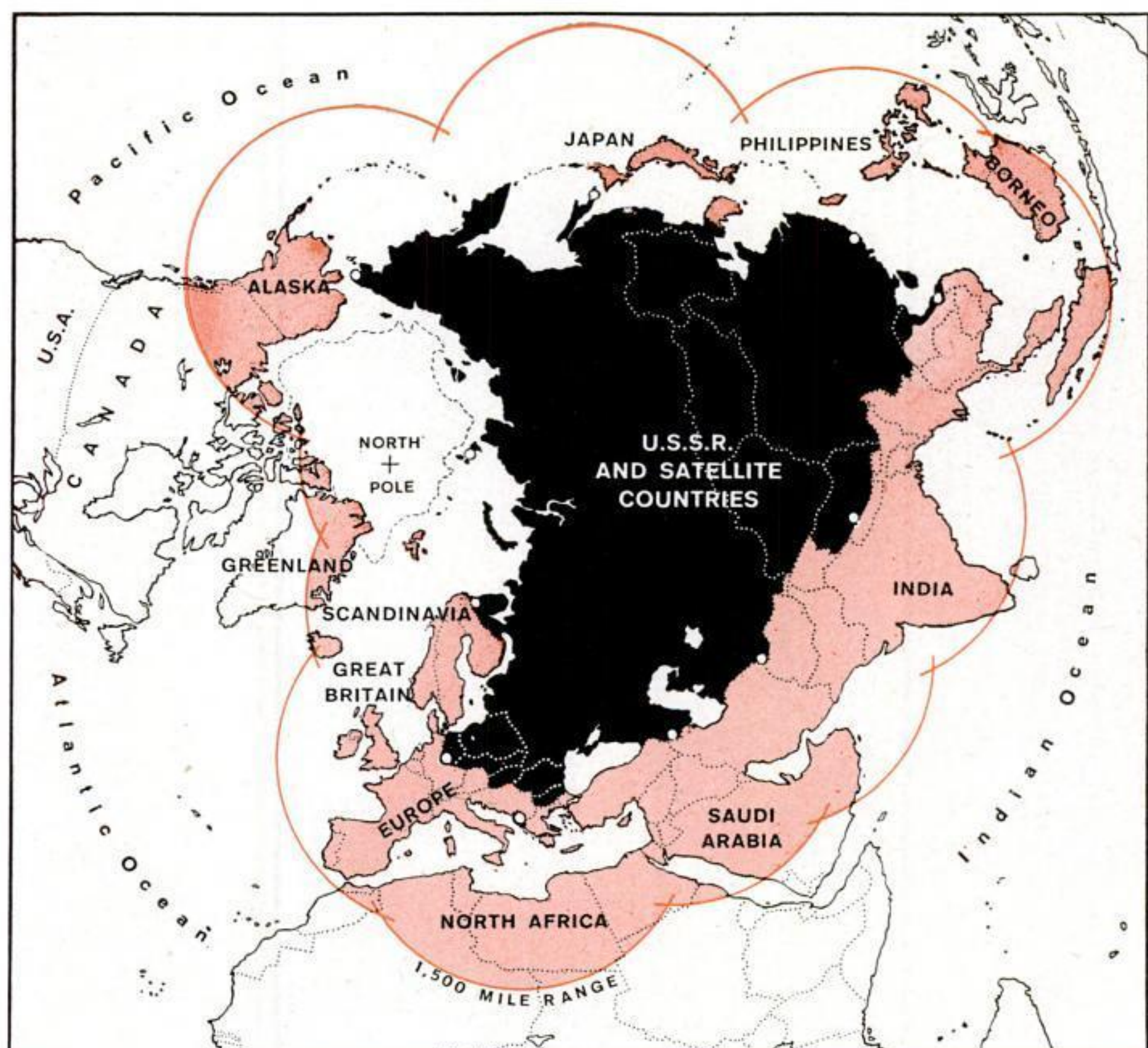
jet engine indicate Snark will have to fly at relatively low altitude, be vulnerable to enemy anti-aircraft.

## WILL COST BILLIONS

dollars in coming years, for the equipment is fantastically complicated and enormously expensive. One piece of apparatus alone, which costs \$100,000, is described by the technician using it as "testing equipment to test the testing equipment used to test another piece of testing equipment."

But even when the incredibly difficult feat of building an ICBM is achieved, the U.S. missilemen will still face perplexing problems. For one thing, the earth is so incompletely mapped that geographers do not know the exact location of many possible targets toward which the U.S. might someday have to aim its missiles. The U.S. Navy discovered in World War II, for example, that New Guinea was 60 miles from where all maps said it was. The exact map location of Moscow happens to be known, for Russia once broadcast astronomical data observed there. But most of the rest of Russia is a geographical question mark. If the U.S. had to retaliate against a Russian attack, it might not know at what exact range to fire an ICBM even though it could locate the enemy missile sites on a map.

The Russians would have simpler problems with a short-range, 1,500-mile missile and a target area which is much better mapped than is Russia. With it they could command a huge area, as shown on the map at right, and, using this as a threat, they could practice a form of diplomatic blackmail on an enormous scale.



**RUSSIAN CAPABILITY** with 1,500-mile missile is shown by red arcs which radiate out from possible

launching sites within Soviet control. Bombs could reach U.S. allies and bases within areas tinted red.



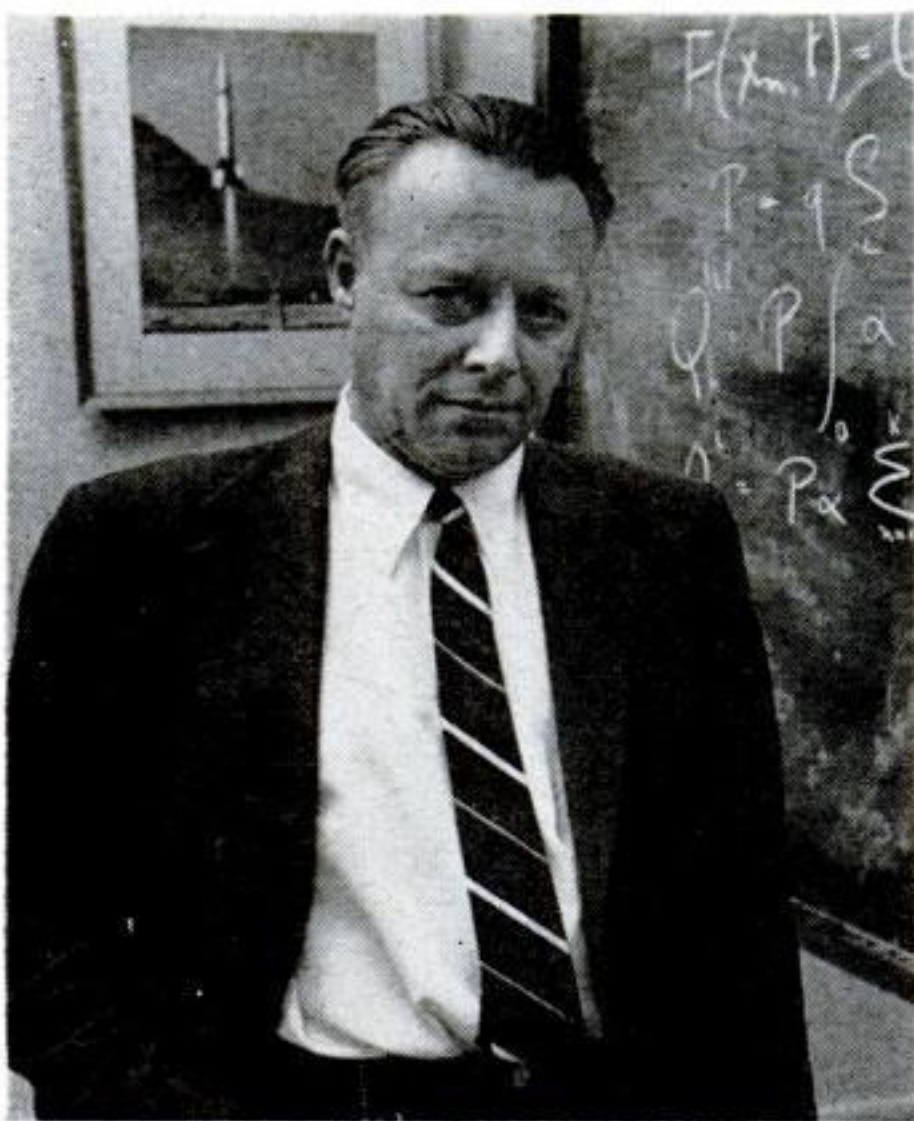
## Guided Missiles CONTINUED



**ENGINE EXPERT**, North American's Samuel Hoffman, supervises construction of ICBM power plant.

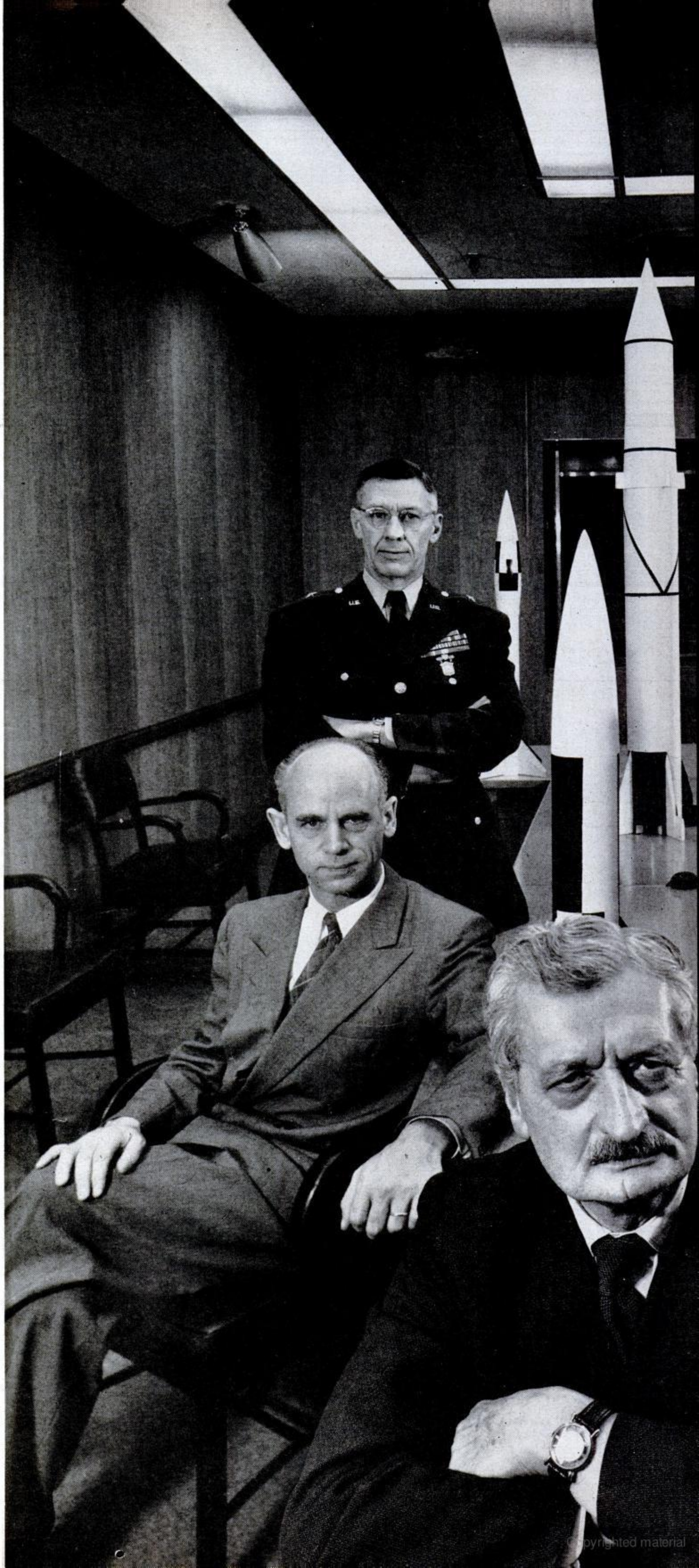


**COORDINATOR**, Air Force General Ben Schriever, gives orders to the companies building the ICBM.



**AIRFRAME ACE** Karel Jan ("Charley") Bossart will help to construct an ICBM body for Convair.

**GERMAN EXPERTS**, grouped with U.S. General H. N. Toftoy, include, left to right: Dr. Ernst Stuhlinger, Professor Hermann Oberth, V-2 Developer Wernher von Braun and V-1 Builder Robert Lusser.







**GUIDING GENIUSES** of ICBM program are Dean Wooldridge (*left*) and Simon Ramo, who quit Hughes Aircraft to form their own Ramo-Wooldridge Corporation.

## BRAINS TEAM UP FOR THE RACE

In a sense the race between the U.S. and Russia for an ICBM started as a race between two groups of Germans who by their work in World War II gained a lead on the rest of the world in rocketry. Right after the war there was a scramble for these scientists. The Russians got the most. But among those who came to the U.S. are such geniuses as Hermann Oberth (*left*), the acknowledged father of German rocket theory.

The race for the ICBM is now so complex, however, that no single team can hope to run it alone. It is a relay race and the U.S. has many teams of experts cooperating to compile the needed data and design the needed equipment. Charged with perfecting the ICBM is the Air Force's Western Development Division. Under Major General Ben Schriever, WDD has hired a group of scientists known as the Ramo-Wooldridge Corporation to unravel the technical puzzles while Convair will make the ICBM bodies and North American Aviation will build the engines.



**CENTER OF CONTROVERSY**, Trevor Gardner, resigned as the Air Force chief of research after criticizing progress of the missile program. Last week in secret congressional hearings he testified that the ICBM race, in which he was a key figure, could be hastened only if bureaucratic red tape were cut away.



## TO DEFEND U.S. IN WAR OF FUTURE, MISSILES WOULD INTERCEPT

The scene below is a conception of what a war might be like once the age of missiles has arrived. It shows what could happen if the U.S. had to defend itself against a missile attack. Enemy missiles have come over the U.S. Alerted by fleets of cylindrical satellites circling the earth with radar to spot an enemy attack, finless interceptors are racing skyward to explode the

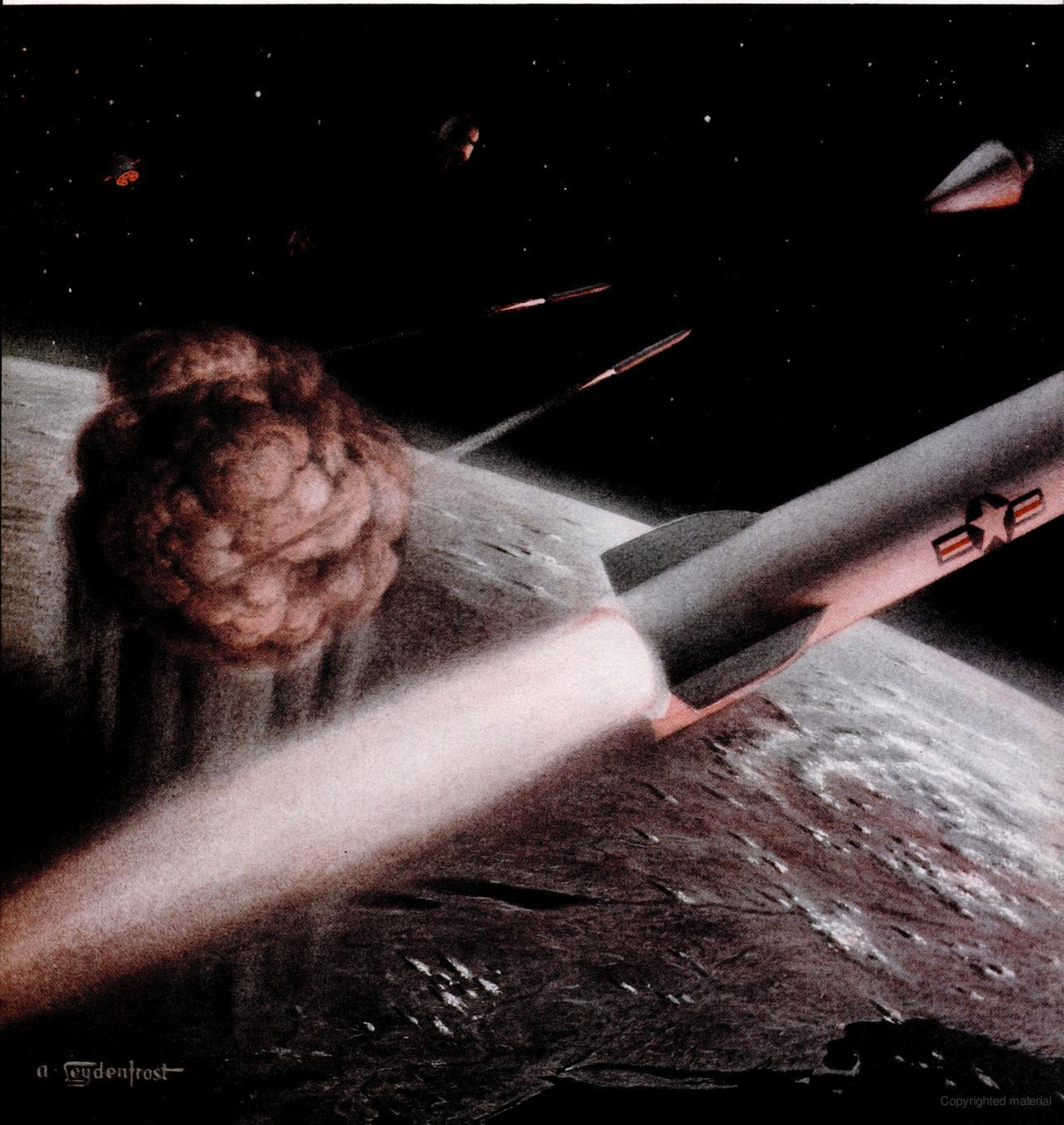
enemy warheads high over the eastern coast. The air is full of nuclear fire and fall-out, caused by the interception and explosion of the warheads. As the battle rages a U.S. ICBM (*center*), which has been held in reserve for such an eventuality, is launched in retaliation.

"This kind of war," says one officer whose job it is to be ready for it, "is like two men

in a dark hall throwing needles at one another; they must hit each other as well as each other's needles." He does not believe such a war likely.

Devising a defense against missiles, U.S. Air Force Secretary Donald A. Quarles told a congressional subcommittee recently, "is not a hopeless proposition but it is a very difficult one." He does not believe that the missile will

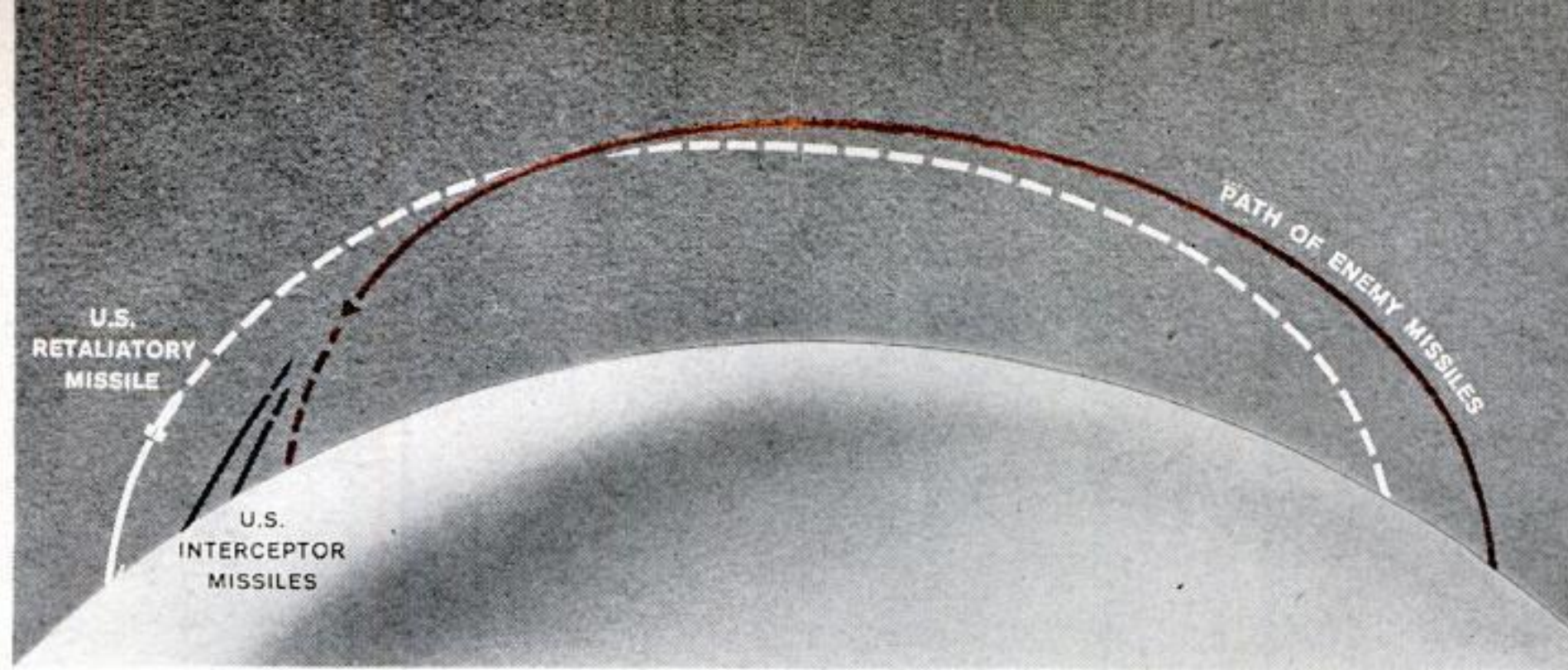
HIGH IN THE AIR OVER THE EAST COAST A RETALIATORY ICBM HEADS FOR ENEMY TARGETS AS FINLESS U.S. INTERCEPTORS, ALERTED BY CYLINDER-SHAPED





# AND THEN RETALIATE

be decisive in the next five years while the long-range bomber remains the surest way of reaching the target. But in 10 years it might be a different story. Now, in racing for the supermissile, the U.S. is seeking to maintain its ability to retaliate instantly against any attack in the hope of deterring an enemy from unleashing missiles upon this country.



**SCHEME OF BATTLE** painted below is shown in this chart. Red line represents trajectory of enemy

warheads. Black lines show paths of U.S. interceptors. Dotted white line is trajectory of U.S. ICBM.

SATELLITES, RUSH TO EXPLODE APPROACHING ENEMY WARHEADS. FALLOUT (FAR LEFT) AND FIREBALL (RIGHT) MARK INTERCEPTION OF OTHER WARHEADS





# A LOOK AT THE WORLD'S WEEK



## A WINTRY BATTLE ON THE MARNE

On the Marne River near Paris freezing Frenchmen used poles to clear ice from the Maisons-Alfort navigation lock as the European cold wave went into its third straight week. It had brought death to more than 600 people and ruined a third of the wheat crop in France. In

Valencia, Spain, growers lost \$30 million worth of fruit and along the coast of Denmark shipping was stopped by massive ice packs. At air bases in Western Germany, U.S. Air Force planes were taking off with blankets, food and warm clothing for hard-hit southern Italy.



## UP NIKITA, DOWN STALIN

Nikita Khrushchev opened Russia's Communist party congress with a seven-hour speech full of praise for his regime, promises for all. He promised shorter work weeks for Russians, support of popular front governments for foreigners, peaceful coexistence for all. Then, startlingly, he denounced the cult "of making a particular leader . . . a miracle worker." His target was the great Stalin, whom Soviet leaders are now busily cutting down to size.

## APPLAUSE FOR THE LAW→

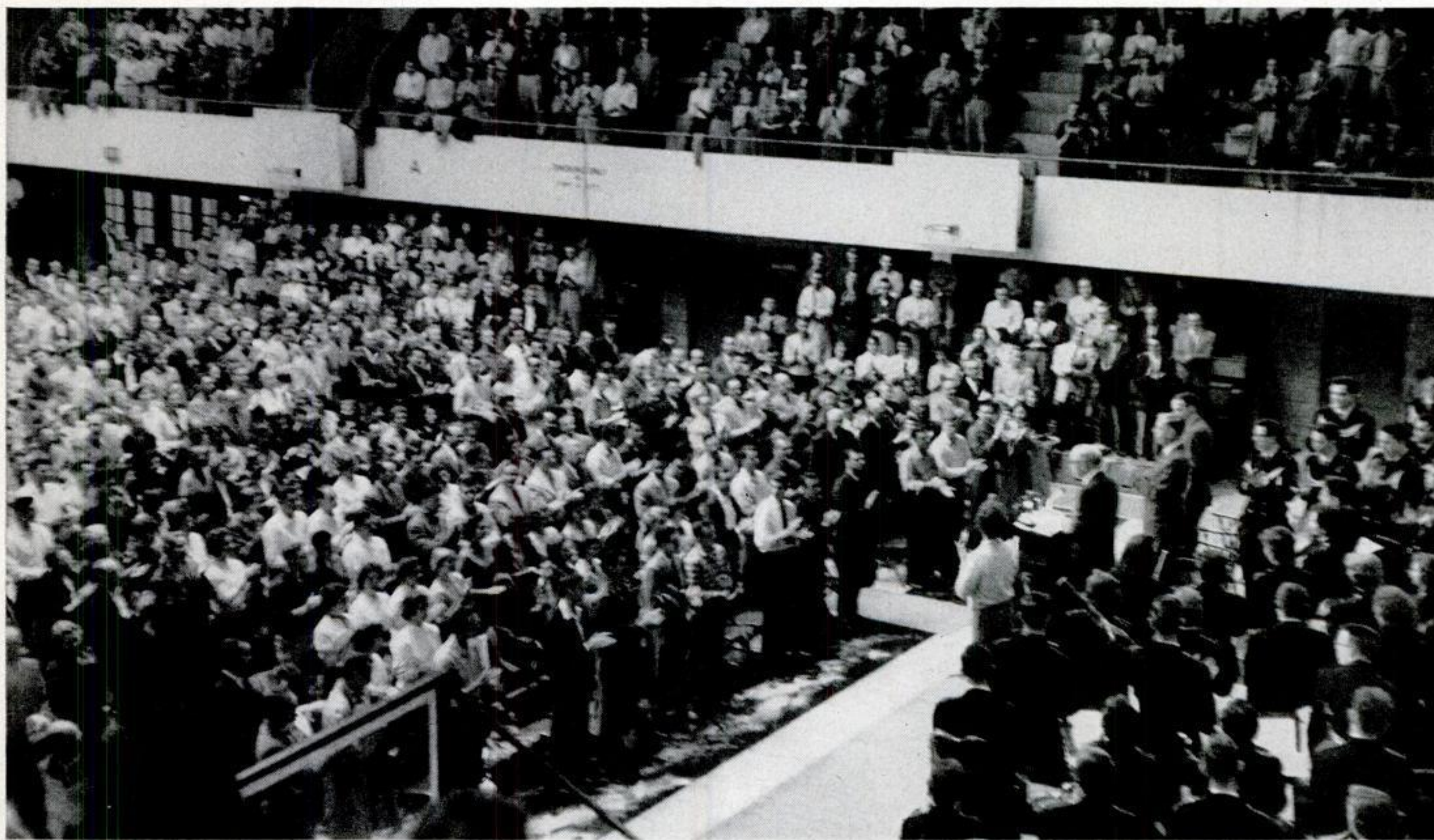
At the University of Alabama, where rioters drove Negro Student Autherine Lucy from the campus, a student convocation cheered President Carmichael who denounced the disorders, said "no great university can afford to defy" law, urged them to retrieve their good name.

## GASPS FROM A GALLERY

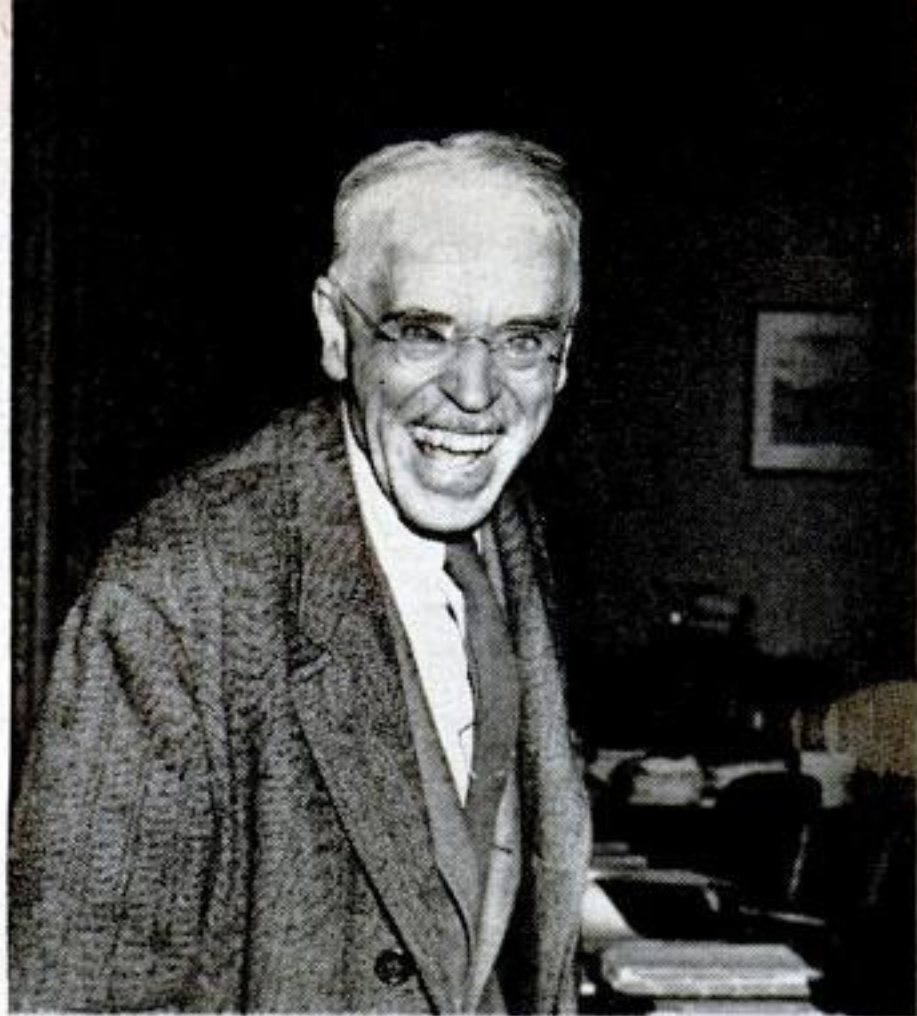
Patty Berg looked calmer than anyone else at Normandy Shore (below), Miami Beach, when her 18th-hole putt missed. As she lost the tournament, the gallery lost its composure, grimaced, groaned, and a man behind Patty almost toppled trying to body English the ball in.











**OPTIMISTIC EXPERT,** Dr. White mentioned 19 heart cases President's age. Eighteen lived past 70.

## DOCTORS SAY HE'S ABLE—IS

Waving to a Georgia crowd, Dwight Eisenhower last week looked every inch a candidate. He was heading for a brief vacation at Treasury Secretary George Humphrey's plantation, there to make his decision on the world's No. 1 political question: will he run again?

A few days before he had gotten a report on his health from his panel of medical advisers, headed by Dr. Paul Dudley White. The doctors said the President's return to his burdensome

duties (*pp. 125-142*) "had been accomplished without any physical difficulty." He seemed fit, added Dr. White, to carry on in the presidency "five to 10 years more." Although the President had said his decision would rest more on his own "feelings" than on what the doctors said, the report sent Republican hopes soaring.

In Georgia Mr. Eisenhower put himself to a personal test of his fitness, taking to the fields for hunting and playing his first golf since last





# HE WILLING?

September. But his most significant act was political. With a stinging attack on the "arrogant" efforts by the gas industry to influence Senate votes, he vetoed the controversial natural gas bill. The vigorous veto, which undercuts Democratic charges that his is a "give-away" administration, should become a big Republican campaign asset and was almost universally interpreted as the clearest sign yet that Eisenhower might decide to run again.



← **LIKE A CAMPAIGNER**, the President acknowledges cheers as he drives through Thomasville, Ga. Soon after, he was in the fields hunting quail, without luck. Next day he got the legal limit of 12.

**LIKE OLD TIMES**, President watches 230-yard drive whistle down the first fairway at Glen Arden course. Playing carefully he said, "I'm a little frightened." He had nine-hole 47, a fair score for him.





## ADLAI STEVENSON EMERGES FROM A SNOWY BRUSH WITH DEATH

Blinking away the snow, Adlai Stevenson in a parka caught his breath after a close brush with death. On his swing through the Far West, he and members of his party were riding up Oregon's Mt. Hood in an enclosed snow tractor. Suddenly the tractor broke through an overhanging snow ledge and tumbled 35 feet down a steep slope. Somehow no one was hurt, but later, leaving the mountain, Stevenson suffered a frostbitten ear.

Things warmed up considerably as he continued his political tour.

Keeping up a steady fire of criticism at the Republicans, he singled out Vice President Richard Nixon for special attention. Nixon, he said, was a young man of "very easy verbal virtue" for having claimed that the Supreme Court order ending school segregation was a Republican accomplishment. Stevenson himself was drawing hot criticism from some Democrats because he urged a policy of moderation on the segregation issue and firmly opposed any strong-arm intervention to enforce desegregation.





## Can you find the Campbell Tomato?

All of these tomatoes probably look pretty good to you—and they are. But our tomato experts say that only one is good enough to be an ideal *Campbell Tomato*.

Here are a few hints to help you tell *which* one:

The Campbell Tomato is the same red, all over and all the way through. Our people call this shade "Campbell Red."

The outside of the Campbell Tomato is round and shapely. The inside has small seed sections. It's plump with thick sidewalls and lots and lots of firm, ripe tomato "meat" in the middle.

That's all we can show you in a picture. But, if you could sample the Campbell To-

mato, you'd know it by its flavor—true and fresh, not too sharp or sweet. Or a laboratory test would show you its balance of acidity which gives a special edge to flavor—"sparkle" as the Campbell Chefs call it.

In the Campbell Kitchens, the blending art of the Campbell Chefs brings out the best of all the good things in the Campbell Tomato—color, flavor, "sparkle"—so that you can enjoy them all in products prepared with the Campbell Tomato. Oh, the Campbell Tomato? It's the one at the left in the top row. A plump, red illustration of what we mean when we say:

*"To make the best, begin with the best—then cook with extra care."*

*"We blend the best with careful pains  
In skillful combination,  
And every single can contains  
Our business reputation."*



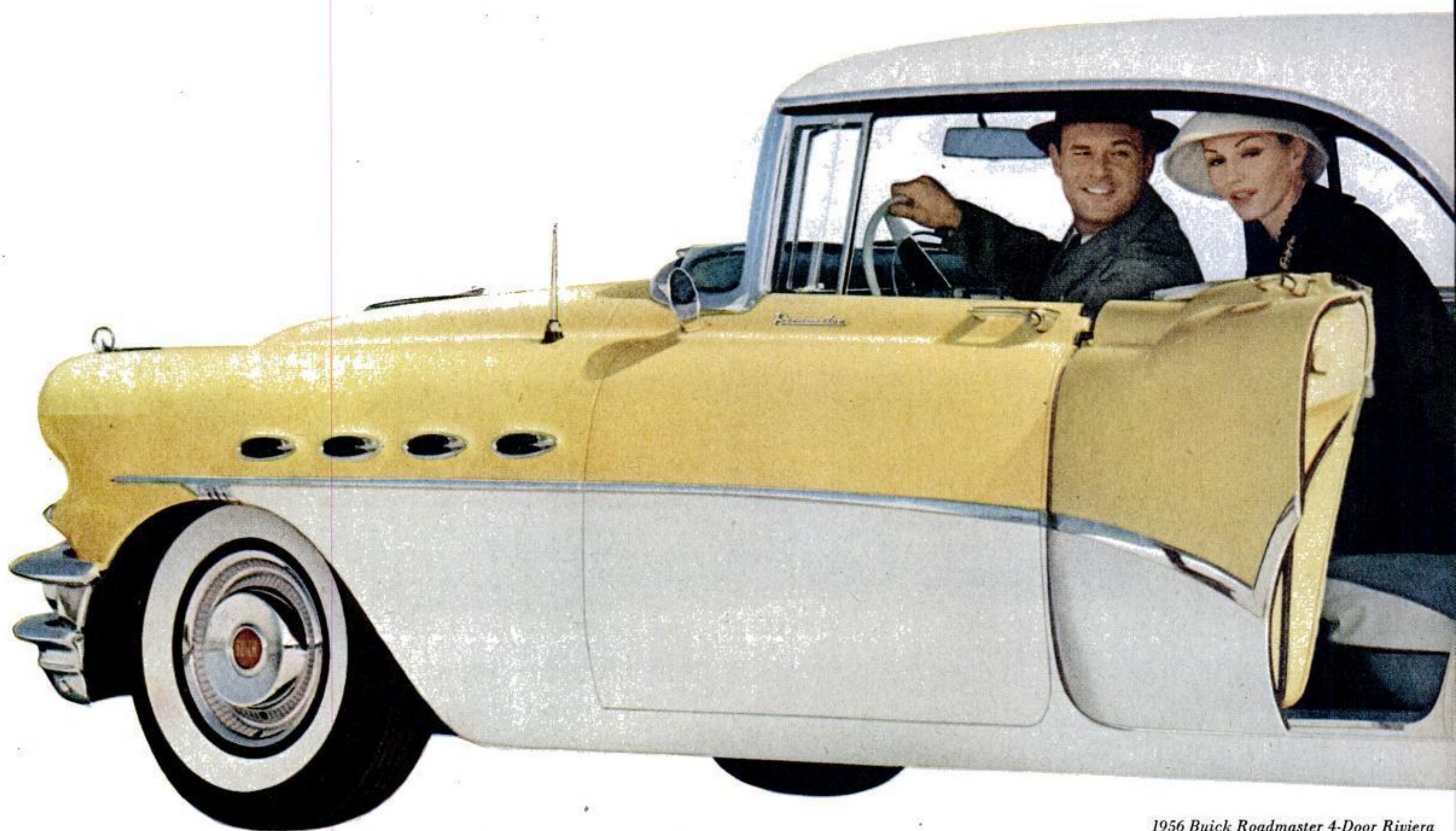
# Campbell's

Soups • Tomato Juice • Pork & Beans  
V-8 Cocktail Vegetable Juices  
Franco-American Products

Swanson Products, including "TV" Brand Dinners



topping our  
hardtop



*1956 Buick Roadmaster 4-Door Riviera*

GENERAL M



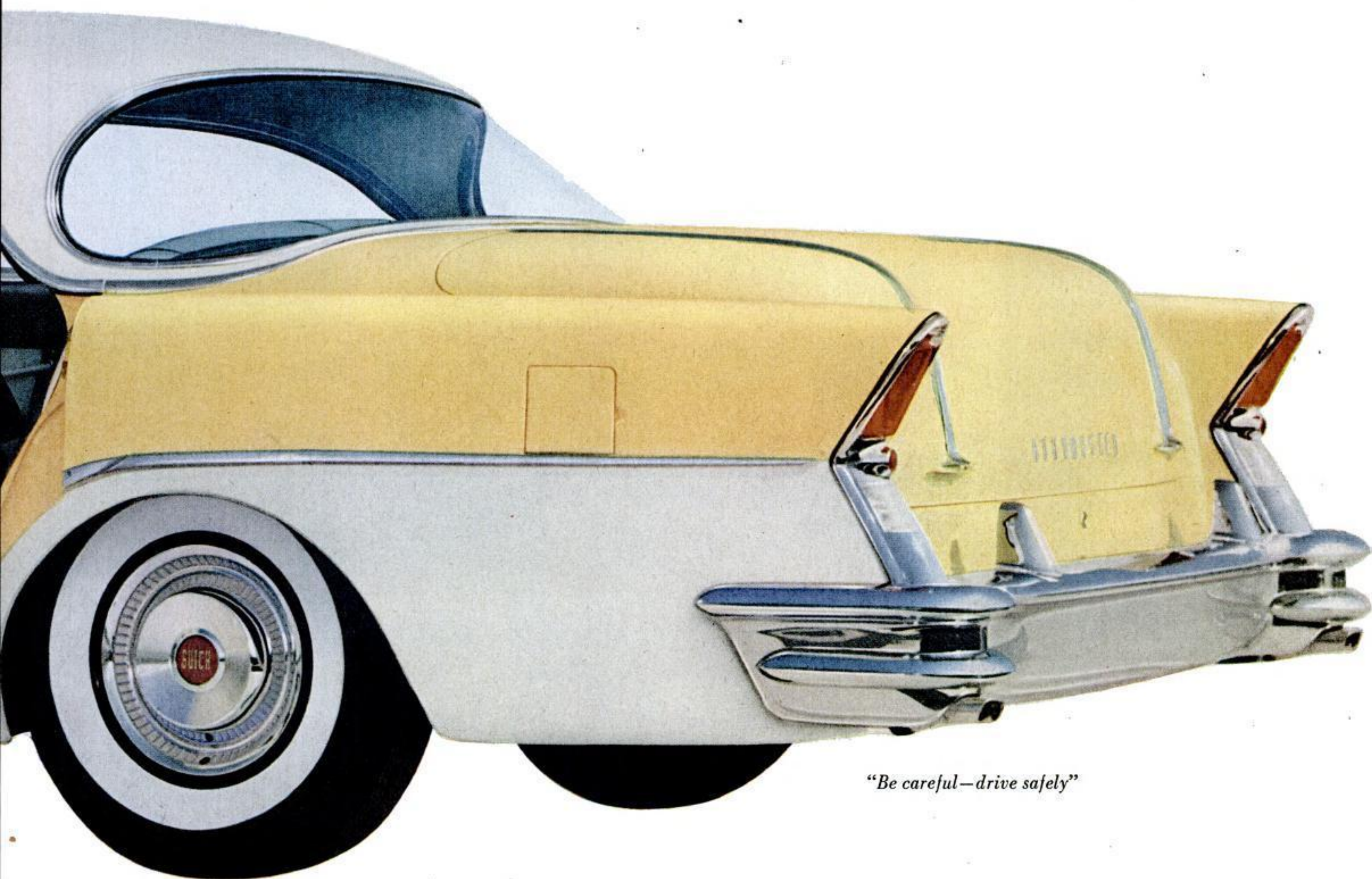
# OWN idea —

IT'S PLAIN to see that General Motors designers have stolen another march on the field. Not since they introduced the original hardtop has any body style so completely captured the public's fancy as the new four-door hardtops now available in all GM cars.

No one has to tell you the reason these cars have set the fashion pace. You can see it in their dashing fore-to-aft sweep of roof and body lines unbroken by center window-posts—and by the way they combine sedan roominess and ease of entrance with an entirely new American concept of functional beauty.

They are dreams to handle, too, with extra reserves of power in their new higher-compression engines — instantly available at throttle-touch through their advanced automatic transmissions. And they are safety-engineered with many new improvements including Precision-Aimed headlights and Double-Locking door latches. Also, Power Steering, Power Brakes and Seat Belts are available.

Yes, in high performance, power and safety, just as in high fashion, you'll find the key to greater '56 value is the key to a GM car.



*"Be careful—drive safely"*

# GMOTORS *leads the way*

CHEVROLET • PONTIAC • OLDSMOBILE • BUICK • CADILLAC • All with Body by Fisher • GMC TRUCK & COACH





...you couldn't wish for a better whiskey

Your wish is our command.

Four Roses is carefully tailored to the most discriminating taste—with a *brightness* of flavor no other whiskey can match.

This *brightness*...this soft, glowing richness...never varies in Four Roses. Every drop, every bottle has the same unrivaled goodness.

Sounds expensive, doesn't it? Yet most people are surprised to discover that it costs only a few pennies more per drink for the best. So make your wish come true tonight.



When it's time  
to enjoy the finest...it's  
**FOUR ROSES** time

FOUR ROSES DISTILLERS COMPANY, N.Y.C. BLENDED WHISKEY. 86.8 PROOF. 60% GRAIN NEUTRAL SPIRITS.



# THE REAL FARM PROBLEM

## ... IS THE ONE THE COMMUNISTS HAVE FLUNKED: MORE AND BETTER-BALANCED FOOD

While Congressmen wind up their annual squabble over U.S. farm policy, citizens might well keep an eye on the more important battle between human hunger and the world food supply. The news is that food is gaining on hunger practically everywhere—except in the Communist world.

The 1955 report of the U.N.'s Food and Agricultural Organization, reviewing the past 10 years, found that farm output in the free world has risen 25% since World War II. It has not only made up wartime losses, but kept ahead of an enormous growth in population (*see chart*) so that the average free citizen is eating better than before the war. The trend postpones, if it does not refute, the harsh predictions of the neo-Malthusians, who have expected an increasingly hungry population.

Agricultural man, it seems, still knows how to raise more crops than babies if weather and politics give him half a chance. For this cheering record was made not by global mobilization as urged by the Malthusians but by free farmers tilling their own land. India, for example, not long ago a "Malthusian hell" of almost chronic famine, has in the last three years become more than self-sufficient in food, while the Indian birth rate has settled back to the world average. India's five-year plan has helped its farmers while leaving them free.

Only under the power-hungry planning of the Communists has man managed completely to frustrate his own efforts to increase the bounty of nature. Agriculture was the original Achilles' heel of the Russian revolution. It still is, as Khrushchev virtually admitted to the Communist congress last week. Although half its population still tills the soil (*vs.* 12% of the U.S.), Russia's per capita food output remains just about where it was in 1928 and meat output is well below that year. In Russia, one economist finds "a Malthusian retrogression . . . drifting into sight."

To stop it Khrushchev has tried various shifts, but they all break on the steel frame of collectivism, to which Marx, in his ignorance and hatred of farming, condemned the peasant. "Industrial armies for agriculture," the Communist Manifesto's original formula, is still the Communist chimera. Instead of more food it has produced gigantism, wasted manpower and chronic war between government and grower. One of the Soviet experts who visited the family farms of the U.S. corn belt last summer remarked wistfully, "By you one man, by us a hundred." Farmer Herbert Pike of Iowa, who toured Russia at the same time, concluded that Soviet farming needs "less self-propelled machinery and more self-propelled farmers."

With ample land and manpower the Soviets can perhaps afford to misuse both. Not so the Red Chinese, who are trying an equally ruthless collectivism without any such safety margin. From the standpoint of world hunger Mao Tse-tung's big decision of last summer is the worst news since China's fall. He launched a second Communist revolution for the liquidation of the Chinese peasant. Already 70 million farm families, or 320 million people, have been driven into collectives.

"The Soviet Union's experience is our model," boasts Mao, and he is surpassing even that dread model in the speed and cruelty of his power-hungry proletarianization plan. The

one foreseeable result is a repetition of the Russian experience: less food.

Marxists can't farm. This elementary truth may some day undermine Marxism. But meanwhile the lesson is obscured by the problems which free farmers, by their very success, are creating for themselves.

These problems are surpluses, which are no longer a peculiarly American problem. Wheat, rice, sugar, dairy products and other staples, not to mention cotton, are a drug on every export market. The chief reason is inadequate incomes, which can best be increased (at least in many underdeveloped countries) through industrial development. But there are two other causes, according to FAO, and for both the pace is set in the U.S.

The first is the technological revolution in farming, which has enabled one American farmer to feed 19 people (*vs.* seven a generation ago). Through various agencies, such as FAO and the Ford Foundation, this revolution is spreading from Kansas to Mexico and from Iowa to India: it goes far to explain the anti-Malthusian gains of the last 10 years. But these gains have not only run ahead of population growth. They have also far outdistanced world trade in agricultural products. Increasingly rigid farm subsidy systems, says FAO, have intensified this trade stagnation. The U.S. has set this pace, too.

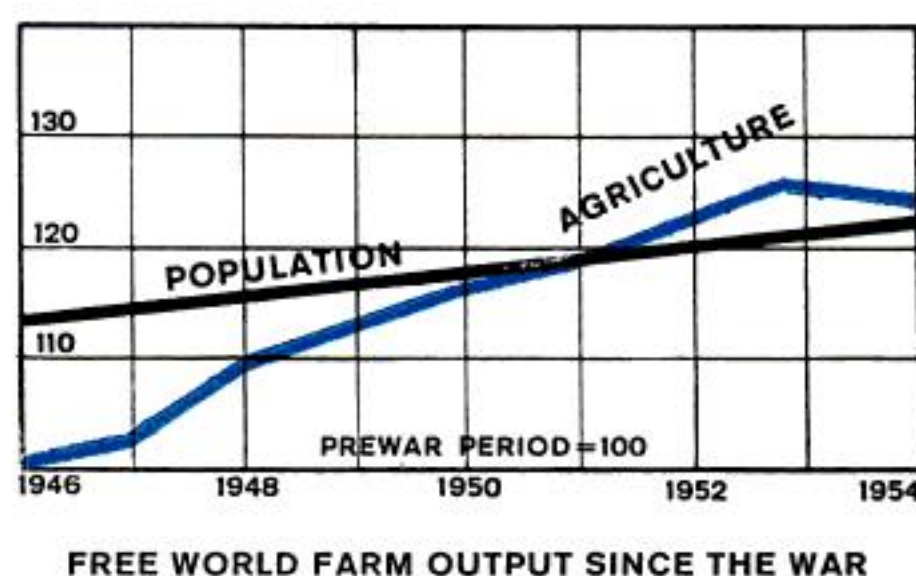
These surpluses are a godsend to the Communists. Putting fingers to "self-starved lips" (in Churchill's famous phrase), they easily whistle the wheat and rice and cotton their way. Burma, Egypt and other sellers are graciously sent Communist infiltrators in exchange. The fact that America's huge surpluses have helped to force this evil trade is the cream of the Communist jest.

If the President needs another reason for vetoing the 90% price support bill that Congress is cooking up for him, he can find it right here. Until our surpluses are under control, Secretary Benson must dump them, which means that they will indirectly land in the Communists' lap. U.S. farm policy having led the way to this absurd situation, the least we can do is to envision the way out.

The way out is a better balance of basic food production over the world's face, and more variety and flexibility of output in response to market demands. This means that the U.S. has a stake in the success of those efforts—such as India's new five-year plan—to raise more food where it is needed and to improve the consumer's lot. At the same time U.S. farming, as a penalty of leadership, must continue to pioneer in the adaptation which will face all farming when elementary hunger has been banished from the globe. Having shown that no one need starve, it must next show how everyone can eat well.

Food then will be raised by fewer and better farmers, and they will be quicker to shift from crop to crop with demand. A revived international market may be shorter on bulk but longer on quality and variety, as the nations learn to like a more varied menu than any one of them alone can supply.

This bounteous state is within our grasp; the last 10 years prove that. The Communists have resigned from the effort. Then let the free nations show each other the way.







DOING THE "HORA," AN ISRAELI FOLK DANCE, ON THE PIER WHERE THEY PICKETED THE TANKS, YOUNG ZIONISTS PREMATURELY CELEBRATE THE ARMS EMBARGO

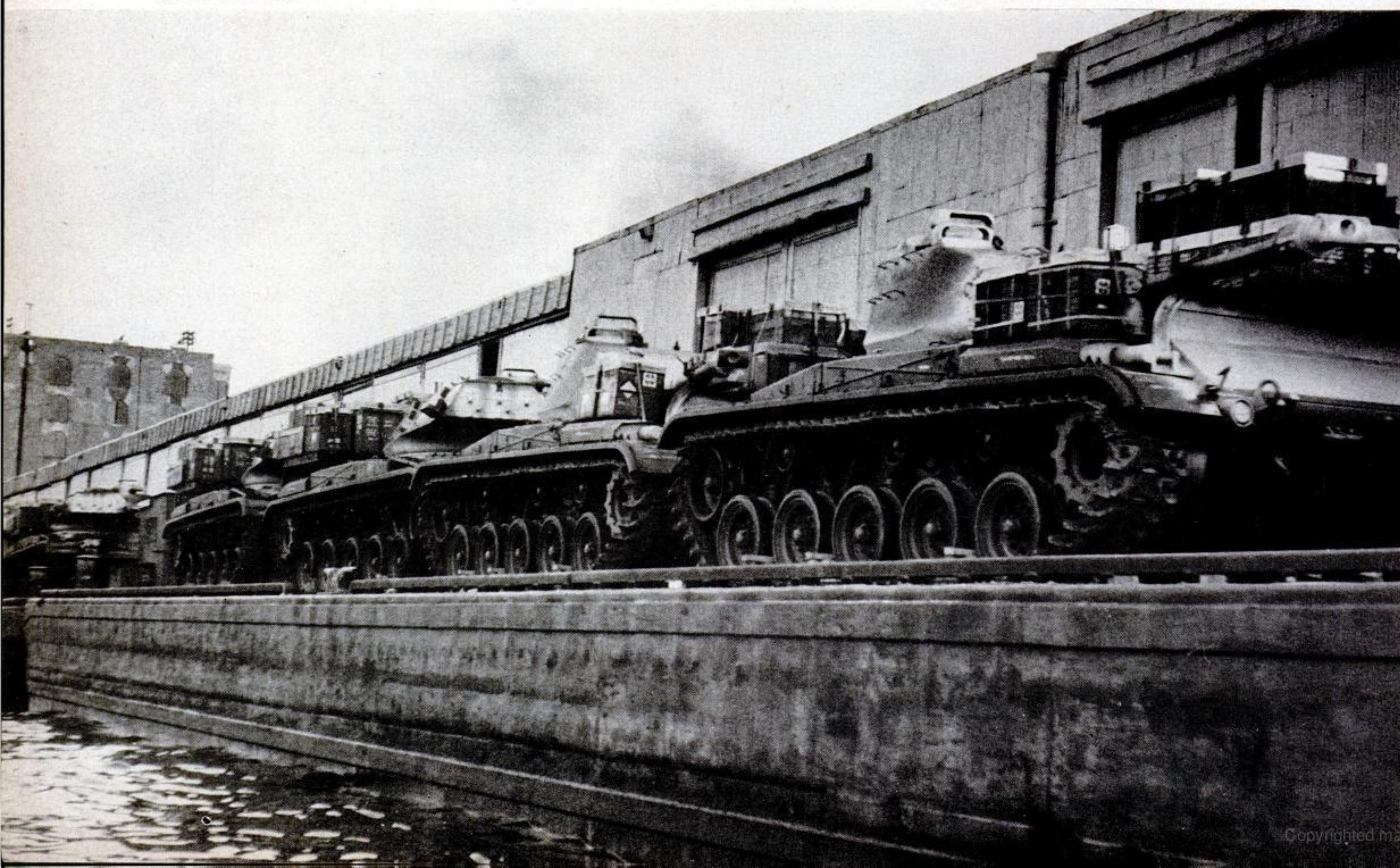
## STOP AND GO ARMS FOR THE ARABS

A dozen-and-a-half light reconnaissance tanks, bleakly bunched on two barges in New York Harbor, last week set off an international fuss. In negotiations that were undertaken before Communist nations decided to sell arms to the Arabs, the Defense Department agreed last fall to sell the tanks to Saudi Arabia. The negotiations had been kept secret and so had the shipping date, but the story leaked out just as the tanks were about to be put aboard a Greek-owned freighter. The news brought a howl of protest from Democratic congressmen and senators, and an official protest from the Israeli embassy in Washington, whose government's own

request for military equipment had been held up by the State Department.

In a hasty midnight order, the White House put a temporary embargo on shipment of the tanks and any arms to Arab nations or Israel. Then Saudi Arabia registered her own complaint against the embargo. This was not an empty protest as the U.S. now leases a strategic air base in Saudi Arabia and the lease expires in June. While Democratic leaders in Congress called for a complete investigation, Administration officials debated for a couple of days, then lifted the embargo, clearing the way for the departure of the tanks and probably for early shipment of arms to Israel.

TIED UP PENDING STATE DEPARTMENT DECISION, TANKS WAIT ON BARGES AT DOCKSIDE. GREEK FREIGHTER THAT WAS TO HAUL THEM IS ON OTHER SIDE OF PIER







This new Magnavox Gold Seal introduces television's most all-inclusive guarantee. Every Magnavox television instrument displaying this Gold Seal carries a full year's warranty on all tubes, all parts—and a service guarantee for 3 months, the time when most adjustments of your set in its new environment are required. Only Magnavox gives you this protection.

## First High Fidelity Television



*Tune in Art Linkletter's "People Are Funny" show, Saturday nights on NBC-TV*

## The magnificent Magnavox looks alive-sounds alive

Here is the greater realism of picture and sound you've been missing in TV. Suddenly you're part of the drama and the fun of the world your television brings you. Only true high fidelity pictures *matched* with high fidelity sound can produce this new sensation. Let a demonstration prove it when you see the magnificent new Magnavox. Here is television so flawless in picture, in sound, in *every* detail, it's backed by a new Gold Seal guarantee—yet costs you no more. Magnavox instruments are sold directly through dealers carefully selected for their ability to give you service and satisfaction. One is near you. It's worth finding his name in the yellow pages of your telephone book. The Magnavox Company, Fort Wayne 4, Indiana.



Above is one of many Magnavox styles in traditional, classic and modern—the Gold Seal Video Theatre 21 with 12" and coaxial 5" high fidelity speakers, concealed top-mounted controls. In hand-rubbed genuine mahogany, \$299.50 (VHF)—slightly higher in oak or cherry. At left, the Gold Seal Magnarama 24, with concealed controls and 2-speaker, front-projected sound that makes really big pictures come to life. \$249.50 (VHF), complete with stand. Other models from \$149.50 (VHF).

Prices subject to change without notice

**The magnificent  
Magnavox**

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No matter  
what  
shaving machine  
you use...

start with

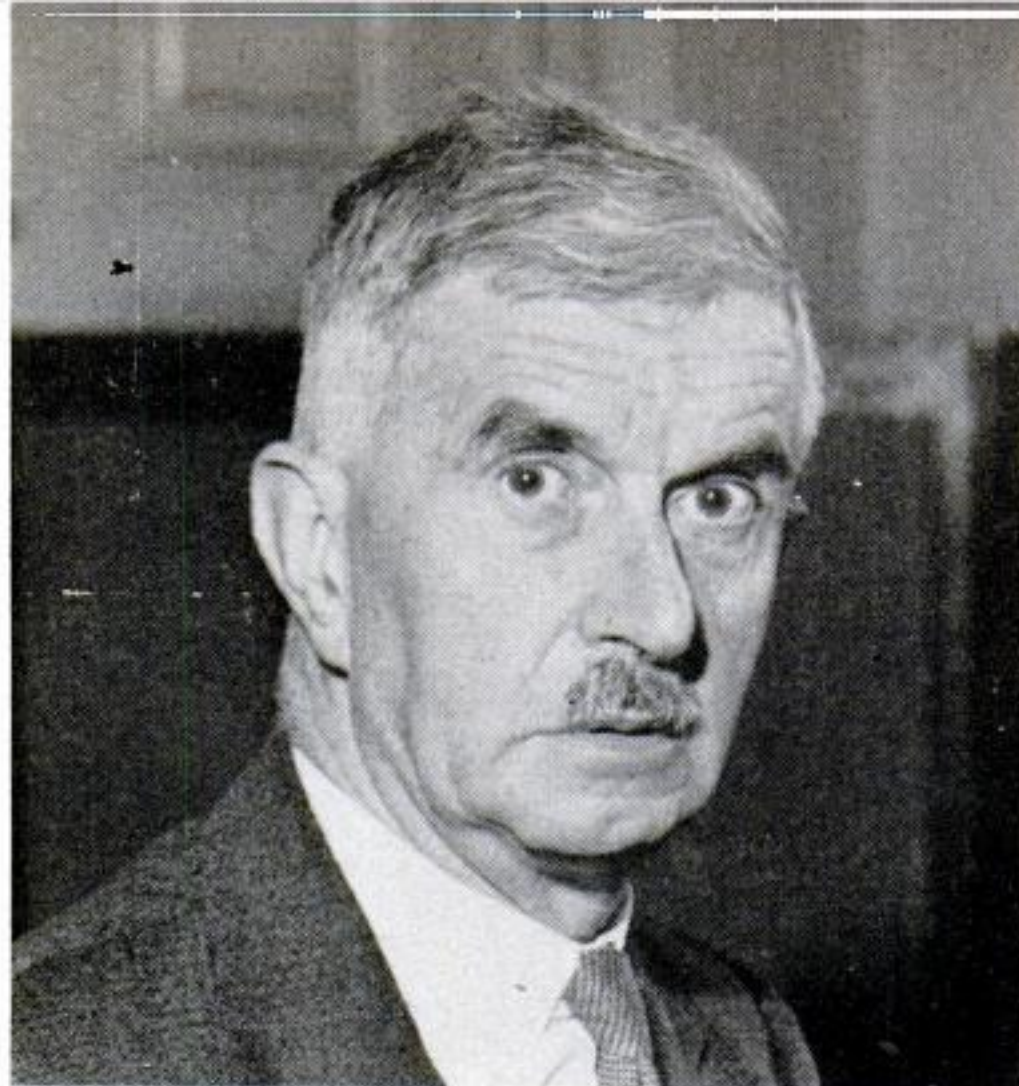


**Old Spice**

PRE-ELECTRIC  
SHAVE LOTION

100  
NO FED. TAX

SHULTON NEW YORK • TORONTO



**MAN WITH A CONSCIENCE**, Chuter Ede became a foe of hanging after Timothy Evans' execution which Ede allowed as Home Secretary. But it later looked like a mistake.



**ON A MAN'S CONSCIENCE**—and the public's—is Timothy Evans, hanged for the murder of his baby daughter. Later a confessed mass murderer appeared to have done it.

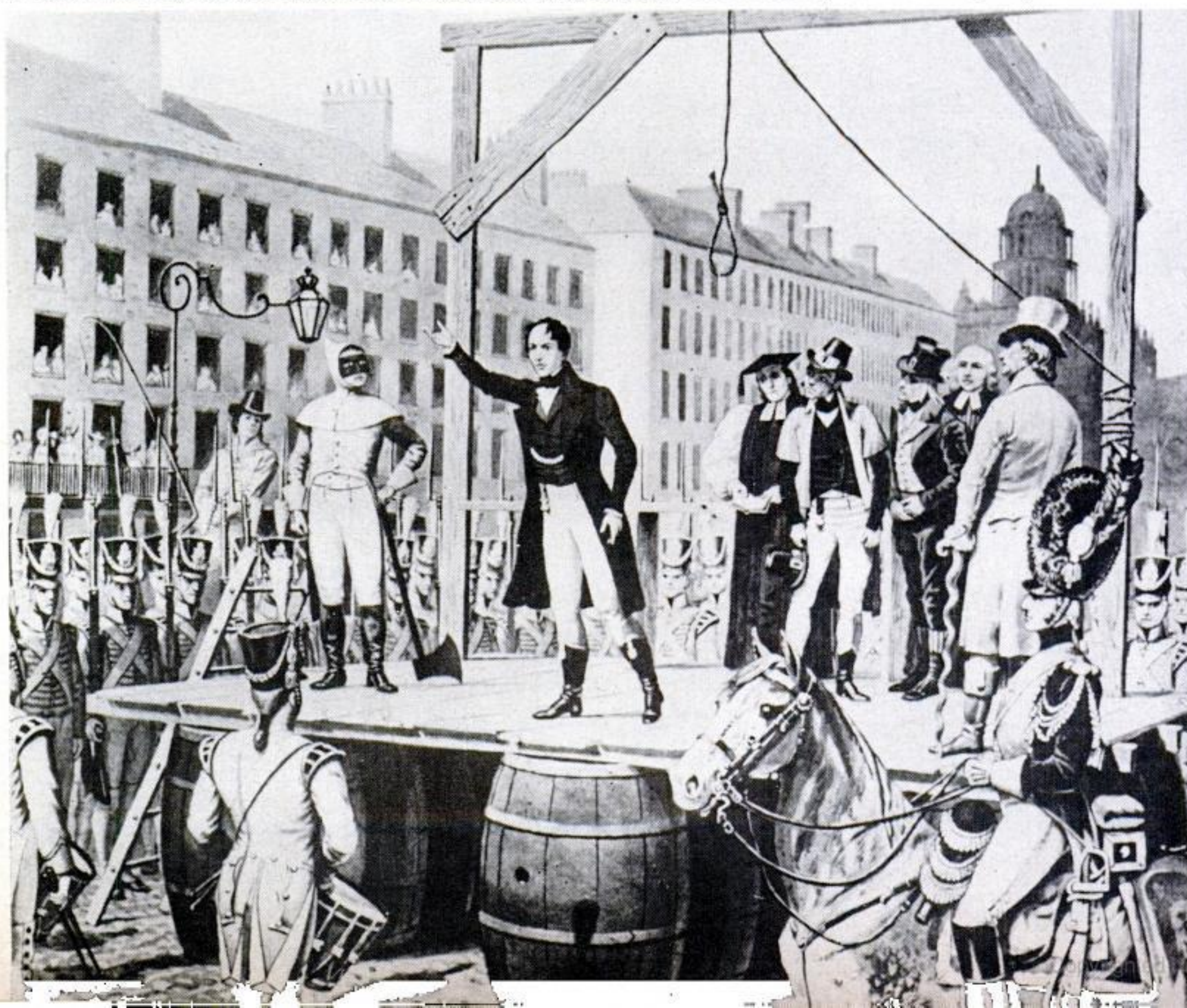
## END OF THE ROPE FOR ENGLISHMEN

Only 150 years ago a 13-year-old English lad was hanged for the theft of a spoon, one of the 220 offenses then punishable in Britain by death. In recent times only murder, high treason, destruction of dockyards and arsenals, and piracy with violence carried the ultimate penalty. But for years capital punishment has disturbed Britain, partly because of Mrs. Violet van der Elst (*right*), a sort of British Carry Nation. In 1948 the penalty was suspended for seven months. Five years later the public got a real shock: it turned out that a man named Timothy Evans had been hanged for what might have been another man's crime. Last week Commons voted 293-262 to abolish or suspend the death penalty. Among those leading the parliamentary majority was Chuter Ede, the man who had not granted a reprieve to Timothy Evans.



**PERENNIAL CAMPAIGNER** Mrs. Violet van der Elst triumphantly leaves House of Commons after vote. For years she demonstrated at British prisons on days of hangings.

AT 1803 HANGING, IRISH REBEL ROBERT EMMET SAYS FAREWELL. AFTER HANGING, THE AXMAN (LEFT) CUT HEAD OFF





**CROSLEY**

presents

*(and very proudly, too!)*

## "FRESH and FROZEN FOOD CENTERS"



*Crosley's new  
Shelvador Twins.  
Two separate units,  
one for fresh foods,  
one for frozen.  
Each only  
28½ inches wide.  
Use them  
side-by-side,  
or separately.*

### The new way of food-keeping you will surely come to

Now, for the first time, you can have a real "Fresh and Frozen Food Center" right in your own kitchen. Not just a little more space for fresh things, but bushels more. Not just a cubicle for frozen foods, but a storehouse where you can stack up months of frozen meals!

**Look first at our SHELVADOR TWINS . . .** Two separate units . . . one is all for fresh foods . . . one is all for frozen foods. Each unit the finest of its kind. Made to go together to give you the most convenient food-keeping service ever designed.

**14 cu. ft. refrigerator . . . ALL, ALL for fresh foods.** Controlled humidity keeps food at peak of freshness. Roll-out shelves. Shelvador door! Big meat drawer. Ten pound ice maker. And . . . Crosley's exclusive Hi-Speed Automatic Defrost!

**Matching freezer . . . holds more than 450 pounds.** Big roll-out baskets. Select-O-Trays that let you see the packaged foods on hand. Dispenser delivers one can of juice at a time. Huge Quick-Freeze compartment. And genuine Shelvador door all for frozen foods!

For the name of your nearest Crosley dealer, call Western Union, Operator 25.

Crosley and Bendix Home Appliances Divisions of **AVCO** MANUFACTURING CORPORATION  
Advanced development in Aviation, Electronics, Products for Farm and Home



**Now look at our DUO-SHELVADOR** The food-keeping convenience of the Shelvador Twins . . . in a single 13 cu. ft. refrigerator-freezer combination. Up top, a 9 cu. ft. refrigerator. Below, a 130 pound freezer. Both with Hi-Speed Automatic Defrost.

**MODEL SHOWN IS COLOR-GLO YELLOW**  
Most Crosley appliances are available in a selection of decorator colors.

# CROSLEY

In Canada, Crosley and Bendix Home Appliances are manufactured and distributed by Moffats Limited, Weston, Ontario.

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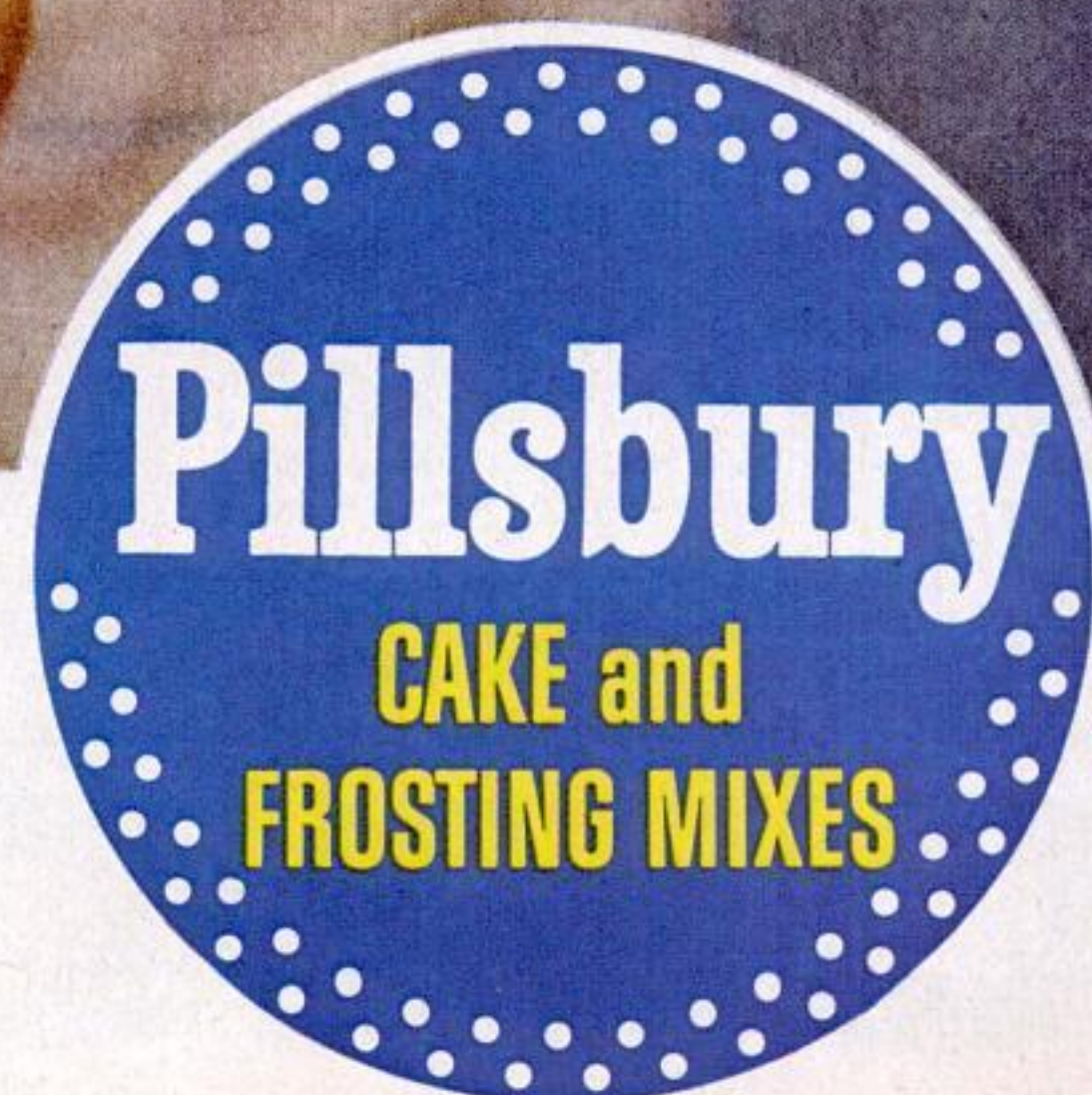




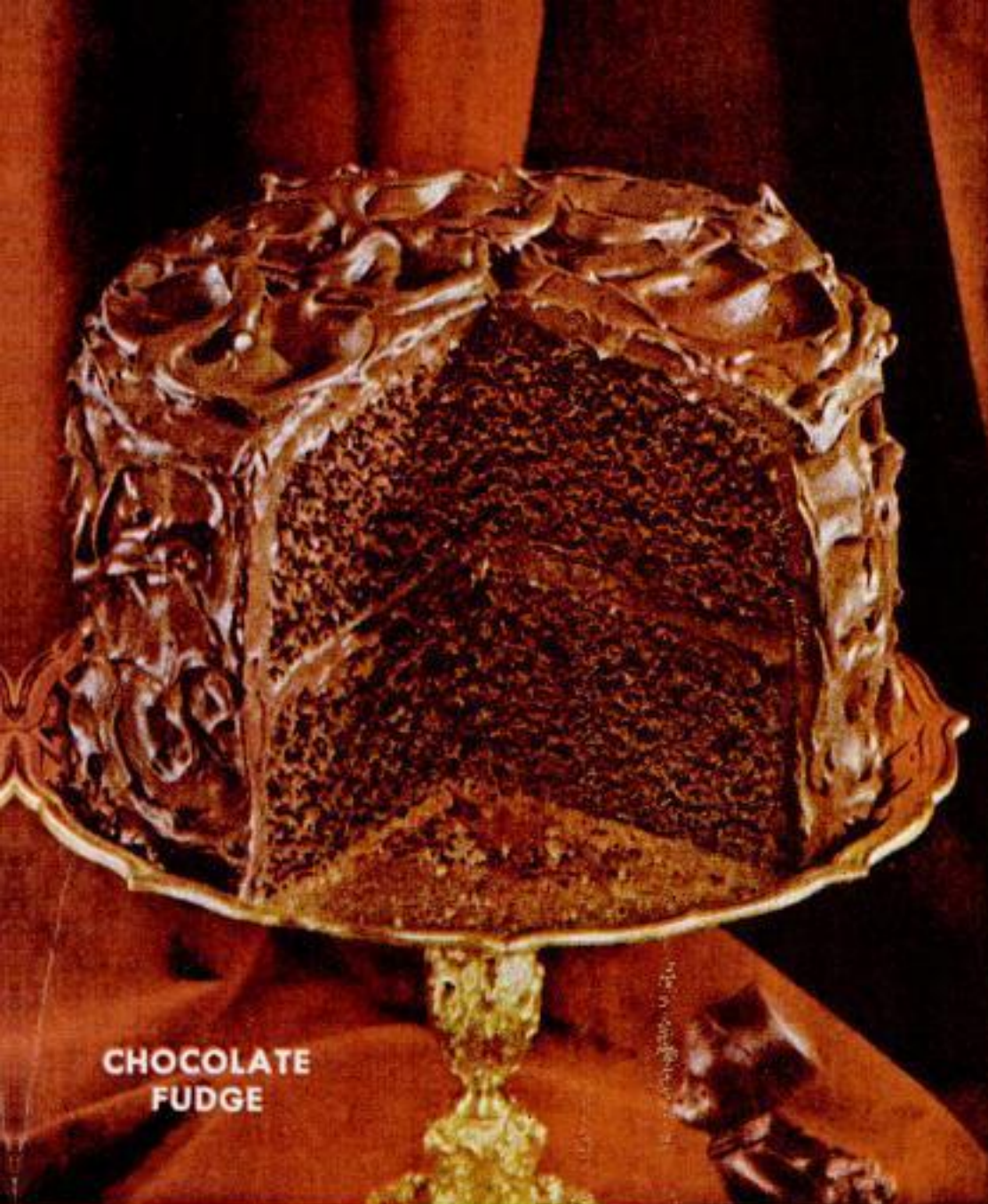
**PILLSBURY**

“Please  
your  
family”  
*month*

On the next page you can see right off that Pillsbury has just the easy ways to do it. Pillsbury Cake Mixes in 8 wonderful flavors . . . complete mixes, no eggs to add . . . completely blended to give you the cakes with the velvety crumb. Pillsbury Frosting Mixes—Creamy Fudge and Fluffy White—elegant “cooked” frostings, *without cooking*. Match up your favorite cake and frosting combinations into a whole “month of Sundays” of dessert pleasure for your family.







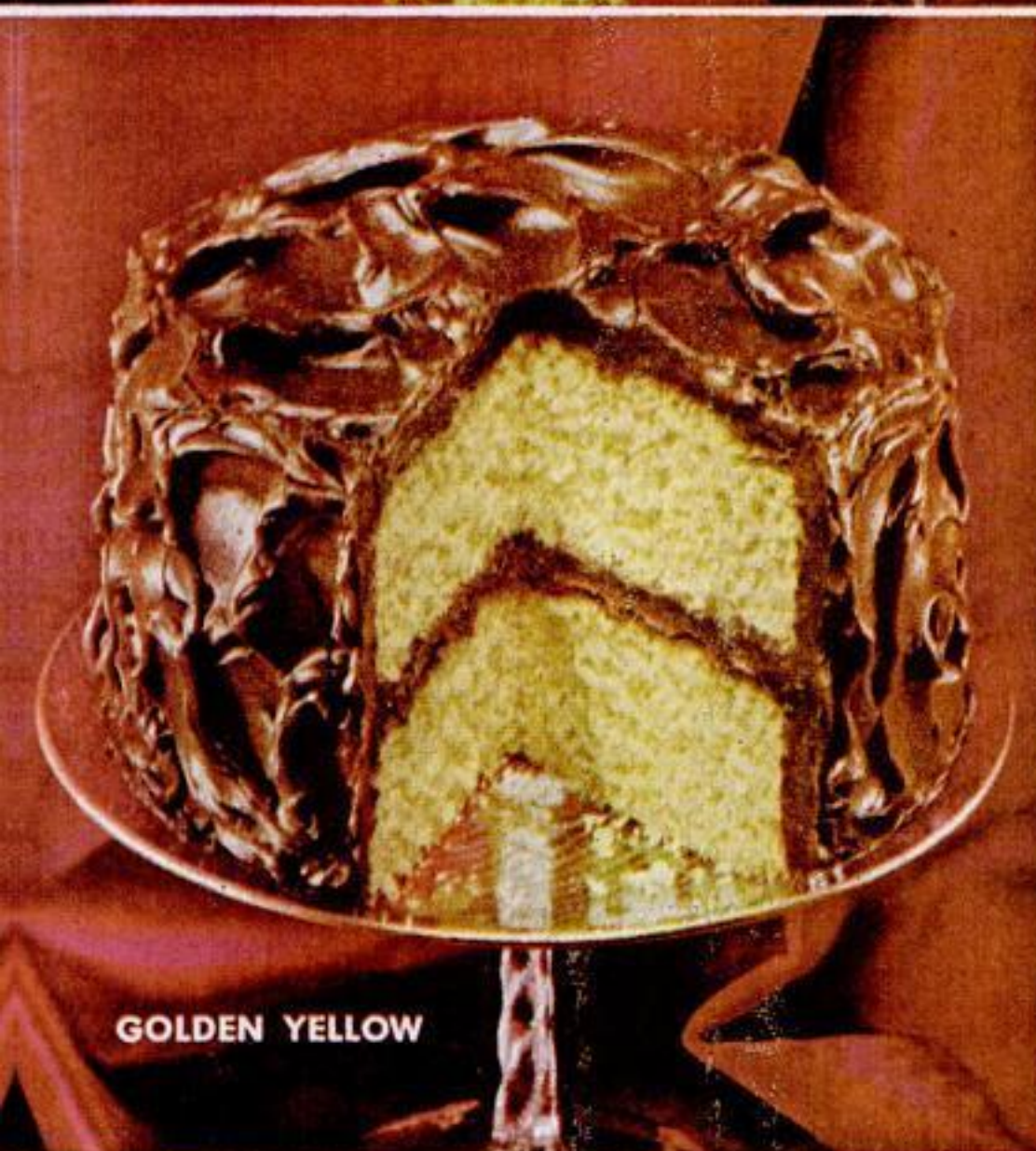
CHOCOLATE  
FUDGE



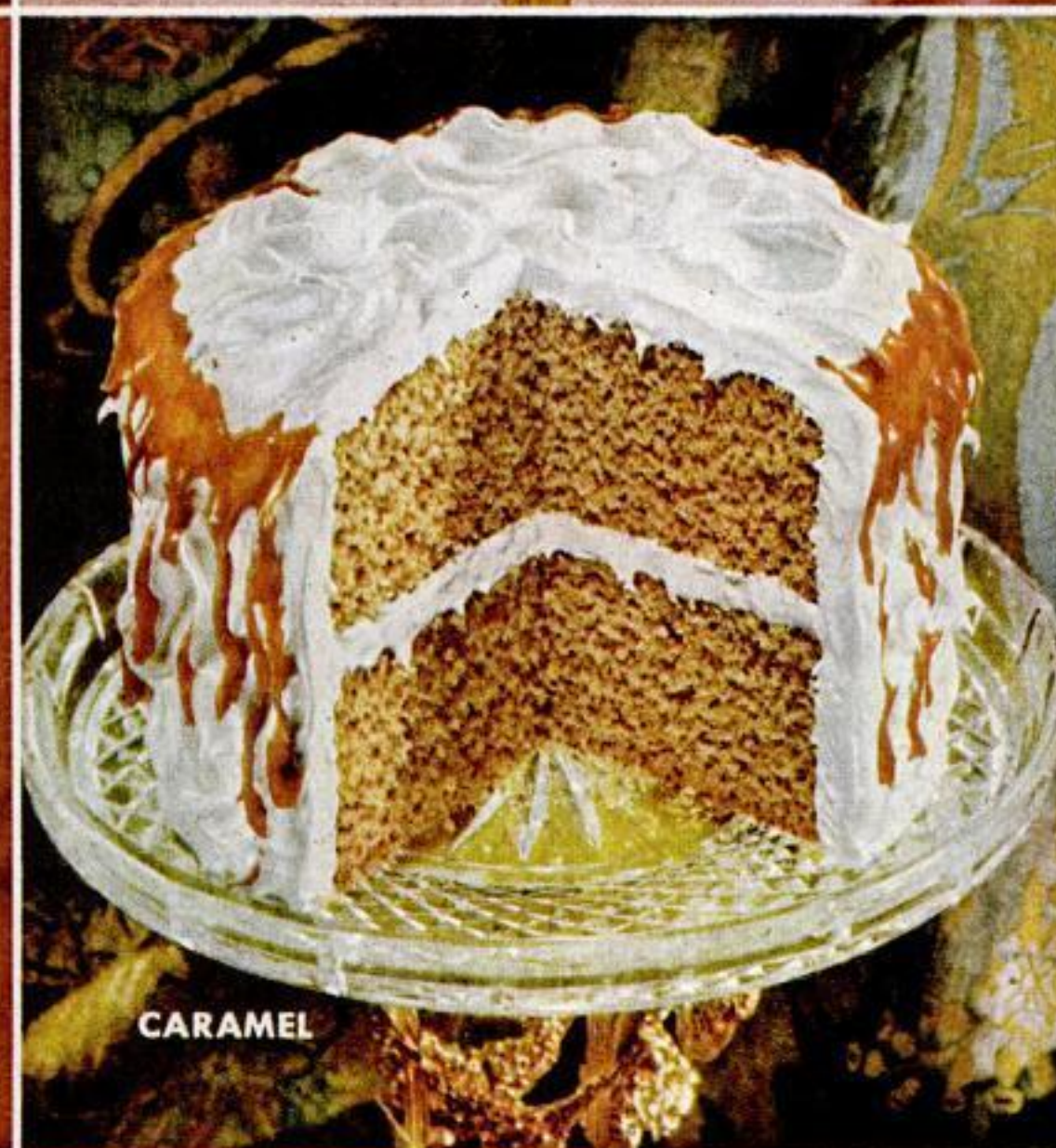
OLD FASHIONED  
SPICE



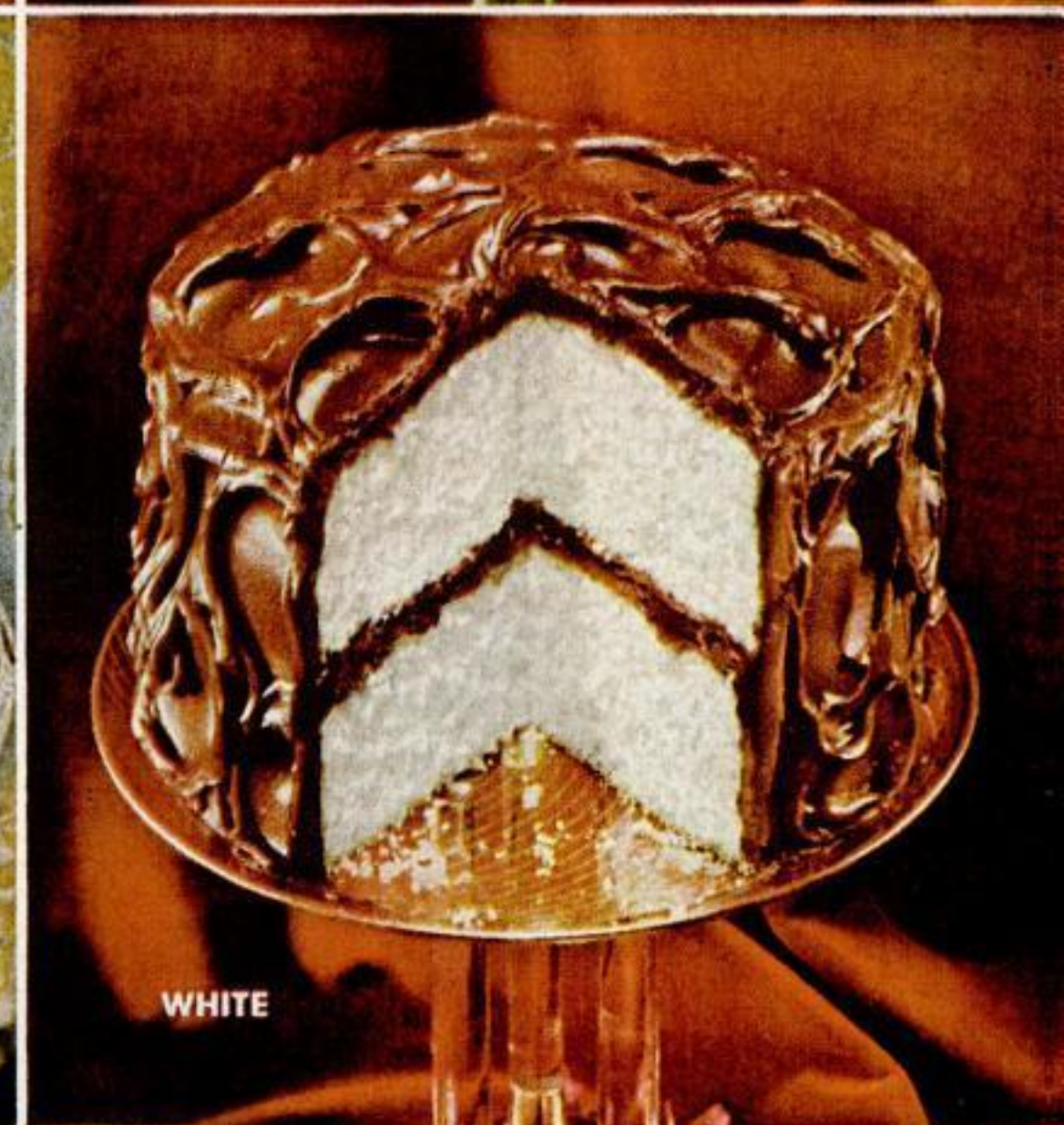
ORANGE



GOLDEN YELLOW



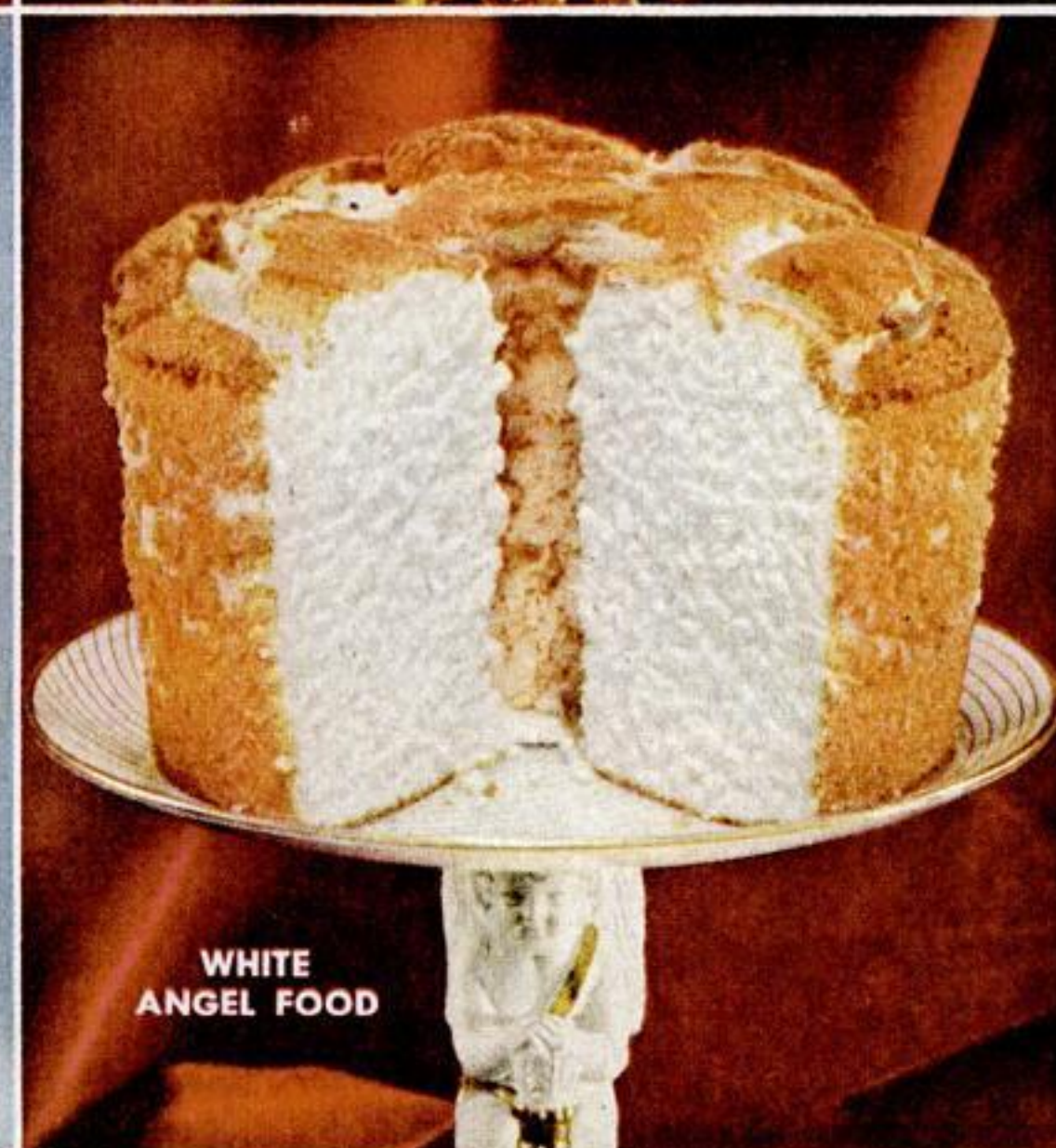
CARAMEL



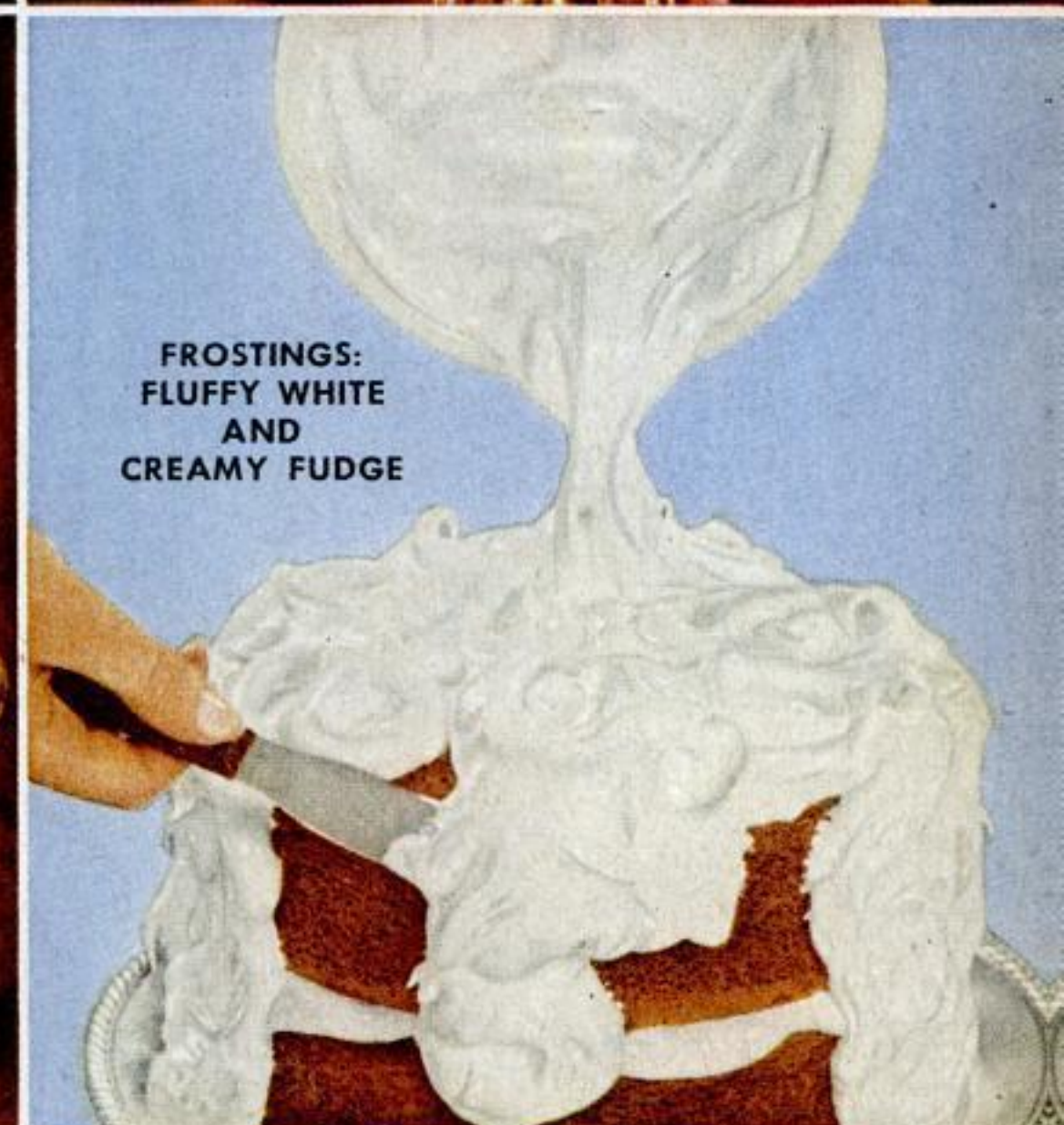
WHITE



CHOCOLATE  
ANGEL FOOD



WHITE  
ANGEL FOOD



FROSTINGS:  
FLUFFY WHITE  
AND  
CREAMY FUDGE



Everything here to give you all your favorite cake and frosting combinations—**Pillsbury, of course**

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\*Pats. Applied For

## It's had a Germ-Fighter "shot"

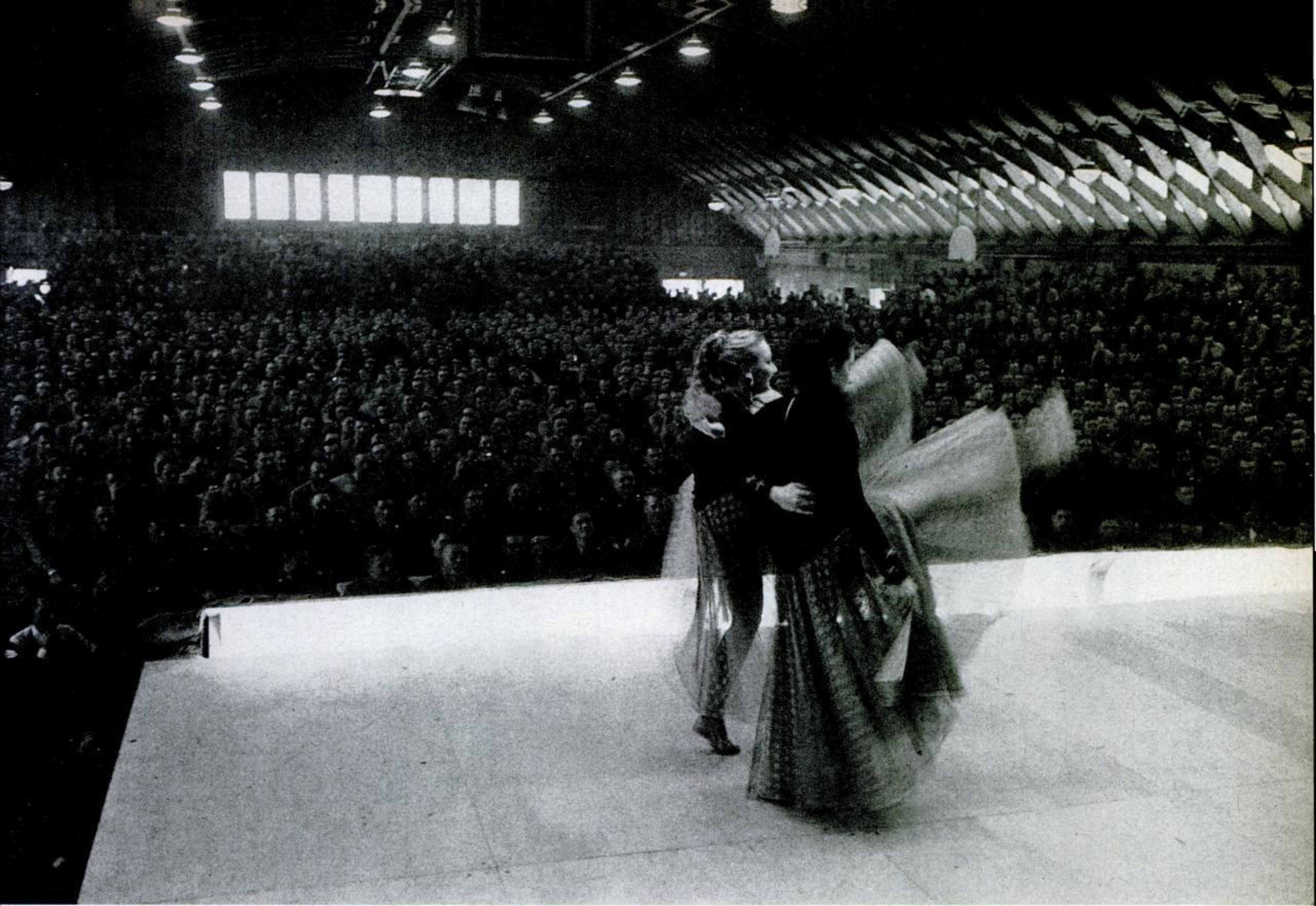
Nobody ever did it to a toothbrush before. Then Dr. West's had an ingenious idea. They took the famous Dr. West's Miracle-Tuft and treated it with a special process\* that gives it anti-bacterial properties. The result—a toothbrush that *stays actively antiseptic* for up to 4 months in use . . . fights germs 24 hours a day—even while it hangs in your bathroom.

Every bristle, the entire brush head of *every* Dr. West's is given this germ-fighting "shot." Cold germs, oral infection germs, mouth bacteria *cannot* live or grow on it. It's as if each new Dr. West's were "inoculated" against germs.

You can't get this oral protection from any other toothbrush. Get new Germ-Fighting Dr. West's Miracle-Tufts for the whole family today!

THE **ALL NEW**  
DR. WEST'S  
GERM-FIGHTER  
TOOTHBRUSH  
60¢





PACKED INTO THE BASE FIELD HOUSE AUDITORIUM, THE MEN OF THE 136TH ENGINEER AVIATION BRIGADE SEE THE ELY SISTERS DO A SPRIGHTLY DANCE ACT

# ROUSING THANK-YOU FOR 4,000 RESCUERS

Two grateful California towns stage picnic for GIs who saved them from total ruin in the floods

Nattily turned out in their full-dress uniforms, 4,000 Army aviation engineers at the Beale Air Force Base in California one recent day were guests of honor at a party given by their civilian neighbors to repay a debt of gratitude. A few weeks before, clad then in mud-drenched fatigues, the engineers had gone to the rescue of their neighbors when the Yuba and Sacramento rivers went on a rampage in the California floods (LIFE, Jan. 9). Battling two high-water crests in as many weeks, they repaired

a major levee break that flooded Yuba City, saving the town and neighboring Marysville from complete devastation.

To show their great appreciation, residents of the two towns and the low delta counties around them gave a barbecue, beer and ice cream picnic at the base, bringing in a planeload of Hollywood entertainers to put on a variety show. The civilian volunteers did all the cooking and serving, and—to the vast delight of the hero GIs—did all the KP and cleaning up.

**ON THE LEVEE** GIs fight flood. From left (*in front*) are Pvt. Fred Walters, Pfc. King Smith, SP3 Harold Jackson, Pfc. Robert Boozer and SP3 Sam Spencer.

**AT THE PARTY** the same soldiers, in same order, join jubilantly in singing and beer drinking. Hosts provided 2,000 pounds of barbecued beef, 300 cases of beer.







Dandruff on shoulders is excessive dandruff... a sign your scalp needs care

# DANDRUFF

Why it may be  
"the beginning of baldness"...

We don't claim miracles. We can't prevent baldness. Nor do we believe anyone can. But you should know the following facts about dandruff.

Dermatologists, while differing in their views as to causes of baldness, say that the condition symptomized by excessive dandruff *does* frequently lead to baldness.



1st STAGE:  
Spores of Malassez

## Seborrhea

Dandruff commonly arises from a disease of the scalp called *seborrhea*. Many leading dermatologists say that a causative agent of seborrheic dandruff is a tiny parasite called the *Spore of Malassez*—also known as *Pityrosporum Ovale*. In most men who have it, seborrhea progresses through three stages:

1. Dry white scales flake off your scalp, drop to your shoulders.
2. Moist, sticky scales appear on scalp. In many cases, hairs begin to die.
3. "Choking" of hair roots with fatty substance from glands, dead cells and dirt may occur. Result is increasingly "thin" hair, often *baldness*.

## A scalp hygiene program: the Kreml Method

Watch your general health; if you're "run down," see your doctor. Apart from that—give your hair and scalp the *right kind of care*. Here is an easy-to-follow home program—the Kreml Method—used professionally by leading barbers and hairdressers:



2nd STAGE:  
Bacilli shown  
may be present

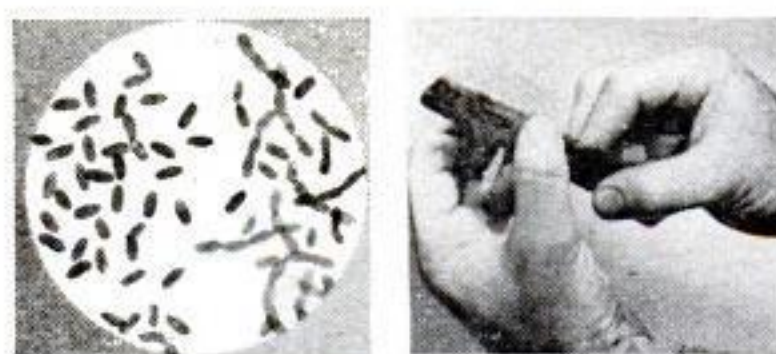
TODAY, get a bottle of Kreml Hair Tonic. And make sure you have a good

shampoo on hand. TONIGHT, start the Kreml Method of treatment. Shake Kreml Hair Tonic *generously* on to your head. Massage your scalp vigorously.

Next, apply shampoo. Work up a thick lather—*without putting any water on your head*. Now, rinse with water. Lather again. Rinse. Dry your hair thoroughly. Shake on Kreml Hair Tonic—massage it in—comb hair in place.

**Tomorrow morning—and every morning:** Shake on Kreml Hair Tonic—rub it in—comb hair in place. Kreml Hair Tonic contains *just enough* oil to hold your hair the way you like it. There's no greasy, plastered-down appearance.

Improvement in condition of hair and scalp should come quickly. In more



3rd STAGE: Bacilli shown may be present.  
Hair growth may be affected

stubborn cases, repeat the Kreml-and-shampoo treatment again.

## Inhibits growth of bacilli

There is no known permanent "cure" for seborrheic dandruff. But Kreml Hair Tonic *does* inhibit the growth of bacilli and of the Spores of Malassez. And Kreml *has* helped thousands of men. Letters tell us so!

**Money-back offer.** Try the Kreml Method faithfully. If you are not entirely satisfied, mail Kreml label to J. B. Williams Company, Glastonbury, Conn.—tell us what you paid—and we will gladly refund your money.

Get Kreml Hair Tonic today. See how quickly Kreml makes your head *feel* better and *look* better!

# KREML HAIR TONIC

## Thank-you for Rescuers CONTINUED



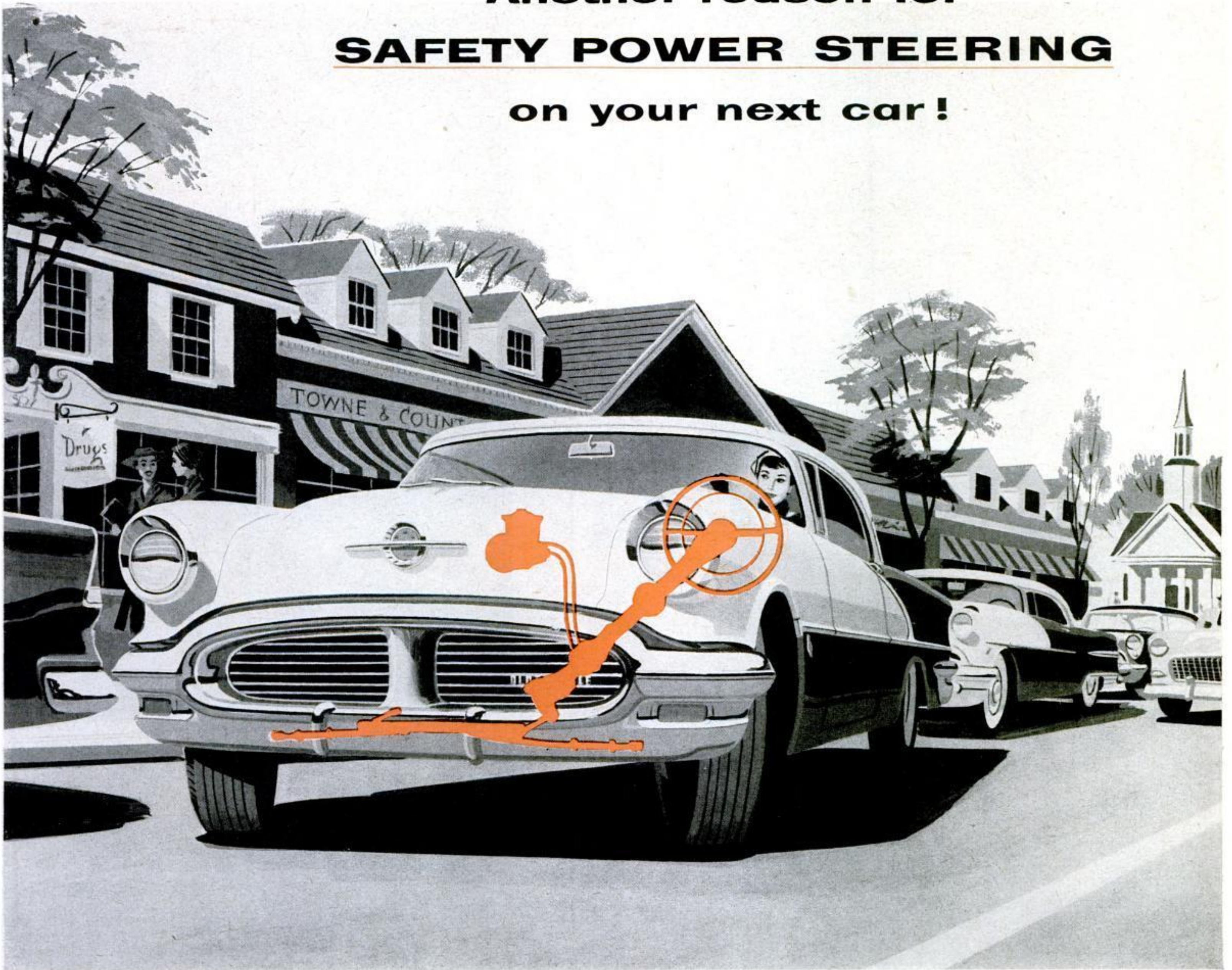
SERVING AND BEING SERVED, three GIs who tirelessly filled sandbags on a levee of the Yuba River during the flood crisis (top) are given heaping platefuls on the barbecue chow line. From left in both pictures, they are SP2 Nicholas Rigillio, Pfc. Emanuel Fleischer and Pfc. Paul Bautzman.



WORKING AND WATCHING, soldiers who drove stakes into oozing mud to bolster threatened levee (above) gleeefully contemplate dishes (below) they were not required to wash. From left in both pictures, they are SP1 Charles Martin, Pfc. Eugene Boyd, Pvt. Albert Holman and Pvt. Edward Trzaskos.



Another reason for  
**SAFETY POWER STEERING**  
on your next car!



**PARKING** is fun with *this* magical mechanism under your hood! What used to be so exasperating is now so simple it's child's play. (With new 1956 Safety Power Steering it's almost *twice as easy* as with any other kind). You can turn the wheel with one finger even while standing still!

And every minute you drive, Safety Power Steering helps keep you *more relaxed, more secure*. Your car handles so effortlessly . . . and you're *sure* you can keep far safer control in any steering emergency in traffic or on the open highway.

You'll never know what you're missing unless you try Safety Power Steering *before you buy your next car*. It's so good it's

standard equipment, or optional at a price too low to pass up, on General Motors and other fine cars for 1956. (Chevrolet's linkage type costs even less). Saginaw Steering Gear Division of General Motors, Saginaw, Michigan.

**NEW**  
**Safety POWER STEERING**  
by **Saginaw**

**BE SURE TO TRY IT BEFORE YOU BUY YOUR NEXT CAR!**





## MEETING OF SPECIALISTS!

American College of Surgeons? No!  
Bar Association? No!

It's a gathering of men who can play an equally important part in your welfare. **YOUR SECURITY IS THEIR BUSINESS!**

They are insurance specialists—Local Agents at one of many meetings held during the year to discuss and study the latest developments in property and liability insurance.

Like other competent professional men—even after long training, examination and licensing—they know that they must keep themselves informed in order to provide you with the best protection available.

Because your entire financial welfare may depend upon the insurance you carry, it is important to deal with an experienced insurance agent or broker.

Only such a *specialist* is competent to analyze your insurance needs so that you will have proper coverage.



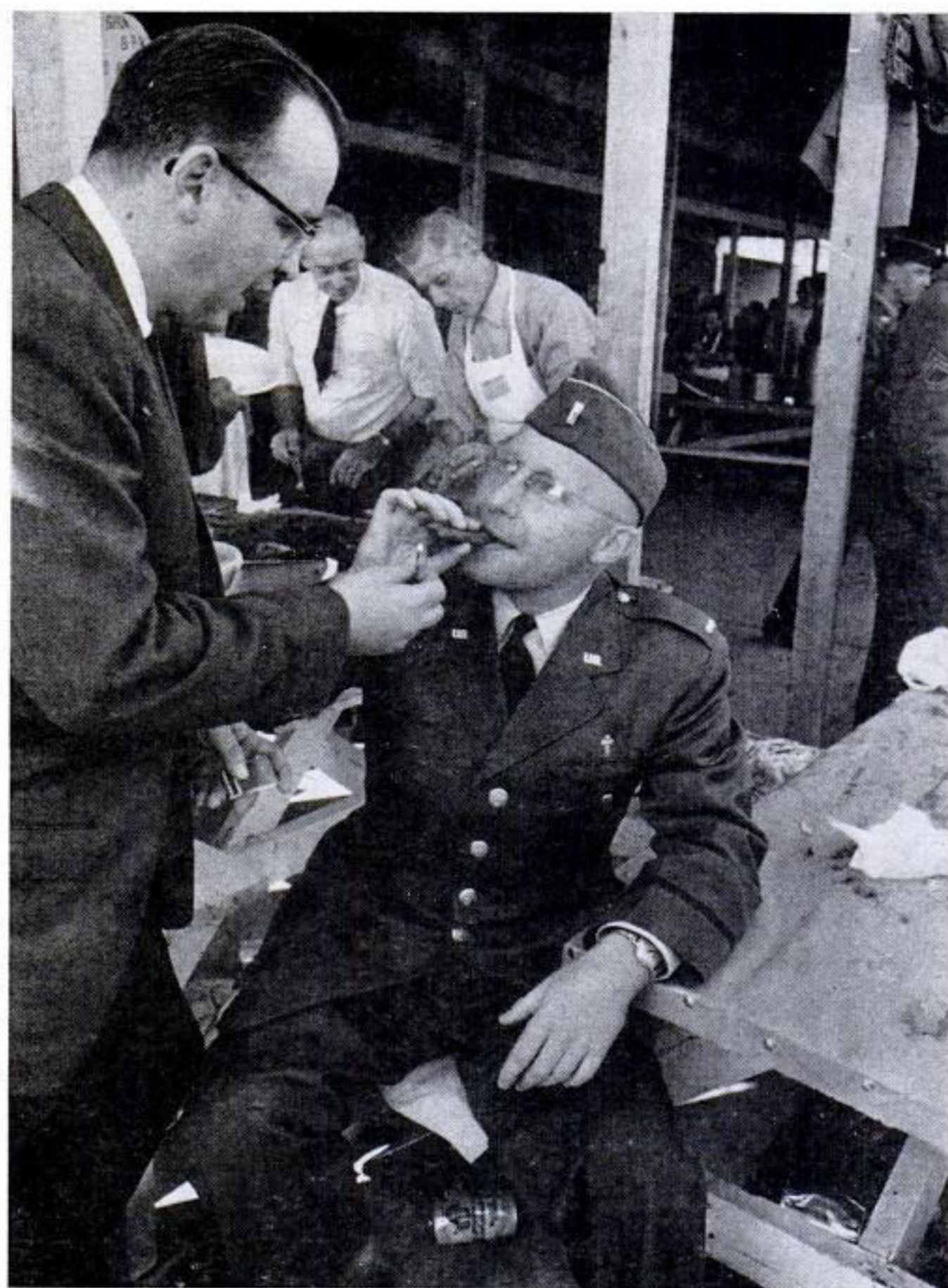
For the name of a nearby America Fore Agent call Western Union by number and ask for Operator 25.



- ★ The Continental Insurance Company
- ★ Fidelity-Phenix Fire Insurance Company
- ★ Niagara Fire Insurance Company
- ★ The Fidelity and Casualty Company of New York

Thank-you for Rescuers CONTINUED

## THE CHEERFUL CIVILIAN CHORES



**LIGHTING UP** cigar for 1st Lieut. John B. Bastevns, Jack Feldman of Marysville shows appreciation to Catholic chaplain who worked on levee with GIs.



**CLEANING UP** the grounds at the base, apron-clad civilian hosts cheerfully collect beer cans, paper plates and ice cream cups after the barbecue picnic.



# New! No milk to heat

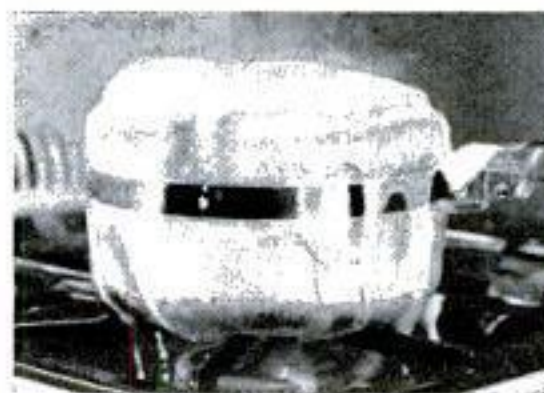
just add water for luscious hot chocolate drink!



## Mixes instantly! Saves your regular milk supply!

Carnation brings you the first *complete* instant chocolate flavored drink. *Already in it*—whole milk's protein, calcium, B-vitamins...rich chocolate flavor...even *extra* vitamins and iron! All concentrated in instant Magic Crystals! It's all-in-one—you just add piping hot water. Bursts into luscious hot chocolate drink, with just a light stir. No cooking, no lumps, no "skin," no *work*! Delicious cold, too—mixes instantly even in ice-cold water. Be sure to try this new Carnation Instant Chocolate Drink discovery *today*.

**P.S.** May be mixed with milk for double the protein, calcium and B-vitamins.



**NO BOIL-OVERS.** No more sticky pans, no "cocoa paste" to make, no messy tins, no "skin"! Simply add piping hot water to Carnation's newest "Magic Crystals"! Bursts into complete, delicious hot-chocolatey goodness!



**JUST ONE TO BUY.** Always handy, ready instantly, delicious hot or cold. No extra flavorings or syrups to buy. Doesn't use up regular milk supply because there's no need to add milk! Does not cake or spoil—no waste.





Scotkins are snowy-white . . . have the luxurious feel of fine linen . . . 2 ply . . . soft and smooth. So lovely you'll use them with your finest china and sterling. Yet Scotkins are so strong, they don't shred apart even when wet or greasy. Protect clothes marvelously.



## Doesn't shred or fall apart even when wet

See how Scotkins' amazing "wet strength" is proved in test pictured at right. Paper napkins *without* "wet strength" go to pieces in water—the apple falls through.

But "wet strength" Scotkins hold an apple dip after dip. And this wonderful "wet strength" means greater protection for your clothes.

A Scotkin doesn't shred apart with drops of coffee, tea, milk, or melting butter. This means greater economy, too—no more need to use several napkins during a meal.



# New is a Scotkin...so like linen you can hardly believe it isn't linen

Here is a completely new type of paper napkin with all the character of linen . . .

a luxurious "weight" and feel . . .

a sparkling whiteness . . .

a rich gleam . . .

and a handsome damask design.

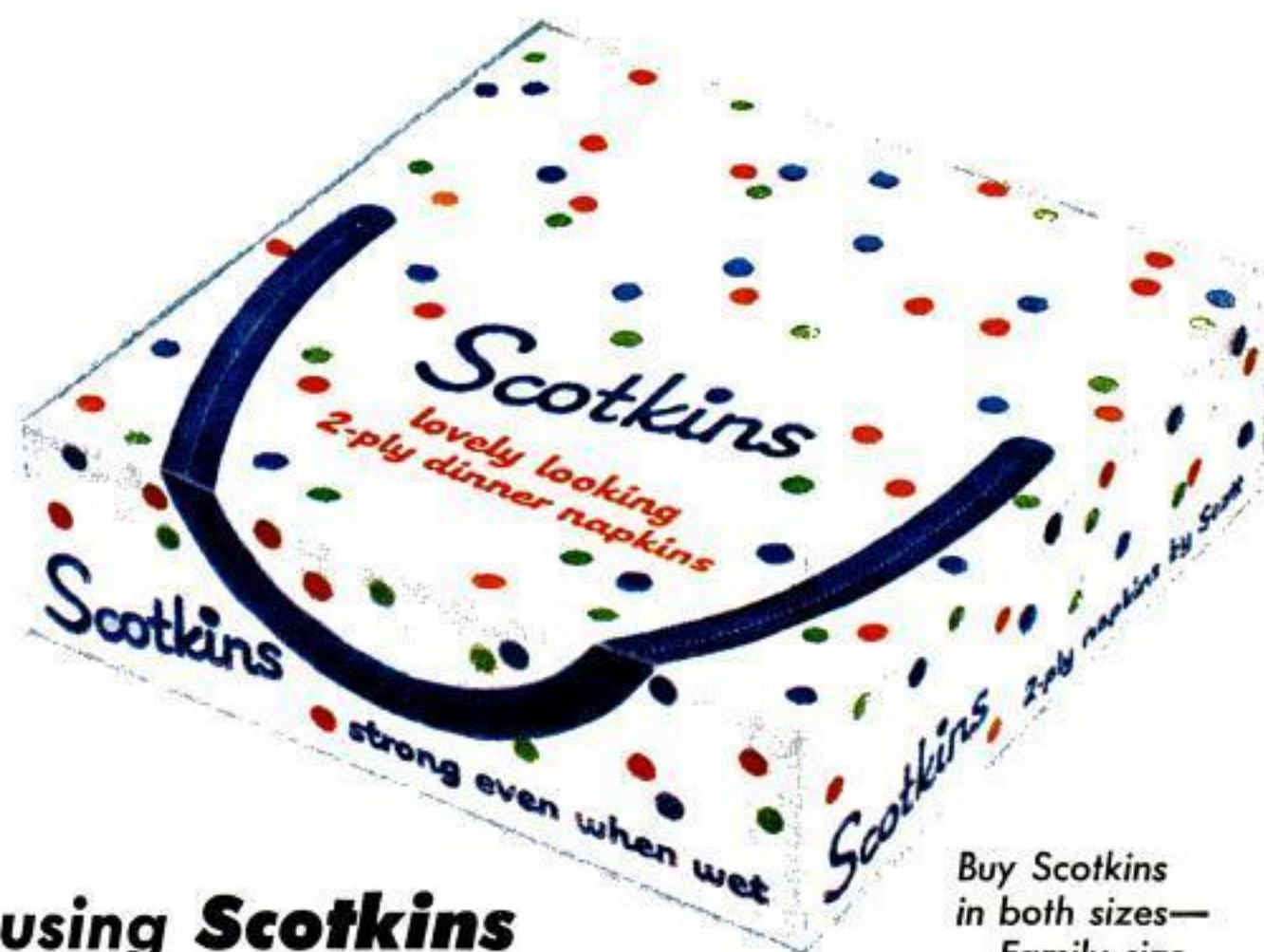
Yet 2-ply Scotkins have the most amazing strength! They don't shred or fall apart even when wet or greasy.

Scotkins are so absorbent, they drink up drops of melted butter, salad oil, coffee, tea, milk, soup—any liquids instantly! They'll stand up, without

shredding under countless wipes of fingers sticky with jam or honey. It's Scotkins' "wet strength" plus Scotkins' wonderful ability to absorb liquids that protect clothes so well.

Of course they're disposable—save you linen laundry! And you'll find that Scotkins are so inexpensive that everybody's using them for breakfast, lunch, and dinner.

Get Scotkins today, in both sizes—the family size and the luxuriously large dinner size. They're another great Scott time, work, and money saver!



**For breakfast . . . lunch . . . dinner — everybody's using Scotkins**

**Newest of fine products by Scott Paper Company**

Buy Scotkins  
in both sizes—  
Family size  
Dinner size

"Scotkins" ® Pat. Pending



Where there's Life... there's  
**Budweiser®**



*Treat yourself a little better...*

Be sure to see the "DAMON RUNYON THEATRE" on TV  
ANHEUSER-BUSCH, INC., ST. LOUIS • NEWARK • LOS ANGELES



KING  
OF  
BEERS





## DRESSED UP WITH SHORTS

MRS. WINSTON GUEST wears a lace cardigan with short cotton shorts (\$26). Pool is at her mother-in-law's home, Villa Artemis in Palm Beach.

**Palm Beach society helps informal new outfits get off to a stylish start**

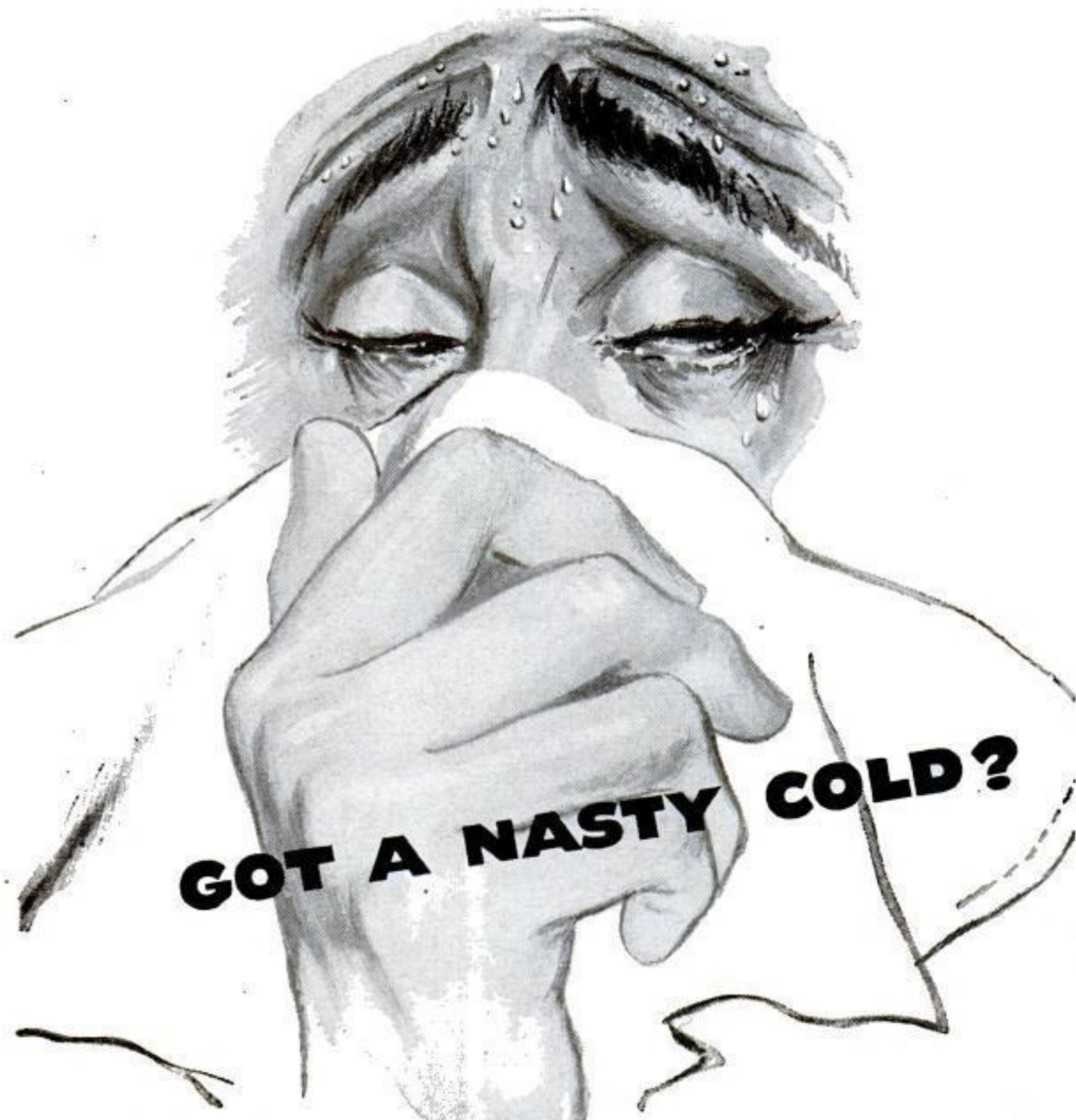
In Palm Beach, winter home of some of the country's best-dressed women, shorts are worn for everything from shopping to cocktails. This season Mrs. Earl E. T. Smith, wife of a New York broker, set to work to improve the random look of the shirts and shorts habitually worn by herself and her fashionable friends. She had shorts made up by her dressmaker a

becoming five inches shorter than Bermuda length. For every pair she devised a special top—soft blouses, dressy tunics, a lace sweater. The styles caught on among her impressive group of friends and are now being turned out in quantity by Haymaker, a manufacturer who expects to dress up the rest of the U.S. this summer with Mrs. Smith's handiwork.

CONTINUED

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## NEW BROMO QUININE<sup>®</sup> GUARANTEES YOU MORE COMPLETE RELIEF than any other cold remedy!

Unlike aspirin and other less effective remedies, new Bromo Quinine is a *real* cold tablet. Its exclusive medicinal formula now contains an amazing new Citrus BioFlavonoid—plus the five potent cold-fighting ingredients that have made

Bromo Quinine so famous. It now guarantees the most complete relief possible from *all* these cold miseries:

### Here's New Bromo Quinine's Amazing Guarantee:

*If you have ever bought any cold  
remedy—at any price—  
that brought you:*

- MORE COMPLETE RELIEF
- FASTER RELIEF
- LONGER-LASTING RELIEF

*... simply return the unused tablets  
and your money will be promptly  
refunded.*



1. Runny or stuffy nose
2. Headache
3. Muscular aches and pains
4. Fever
5. Temporary irregularity

New Bromo Quinine—with a Citrus BioFlavonoid—is designed to help relieve more cold symptoms, including those caused by viruses, than any other leading product.

When you've got a real cold - get a real cold tablet

# BROMO QUININE

## DRESSED UP WITH SHORTS CONTINUED



MRS. HENRY FORD II wears dark shorts and vest, and an organdy blouse with outside sleeves (\$29). This is ocean terrace of Ford Palm Beach home.

CONTINUED





## Washable Wall-Tex walls are perfect for homes with active youngsters

**Wall-Tex is play-proof! Washes like tile, won't chip or tear! Keeps its beauty for years!**

**T**HOUSANDS OF MOTHERS have discovered to their delight that there is no need to go in for purely "practical" decoration while youngsters are growing up.

With WALL-TEX wall canvas, you can safely use this most beautiful of all wall coverings, even in the children's room, and actually save money.

### **This is Not a Wallpaper**

WALL-TEX is not a wallpaper, not a synthetic imitation. It is a canvas, the most serviceable type of wall decoration known. Canvas won't chip like paint or tear like paper. Ugly plaster cracks won't show through.

Best of all, the WALL-TEX finish is permanently baked on. You can

wash it clean with soap and water; the lovely colors won't be harmed. WALL-TEX is waterproof, too, wonderful for steamy bathrooms.

### **Decorating Made Easy**

Being canvas, WALL-TEX gives a room a look of luxury. Run your finger over a swatch. Instead of a cold bare surface you can *feel* and see the warm rich texture.

If you're not too sure of your decorating talent, you needn't worry with WALL-TEX. Selection is easy. Patterns are styled by leading decorators. Color combinations are fashionably correct. And many new patterns are matched in fabrics by famous makers.

WALL-TEX is the easiest of all wall coverings to apply. No mess,

no smell, no waiting for the job to dry. WALL-TEX comes ready to hang. You can do a room in a day.

The cost is modest. WALL-TEX for a 6 x 9 bathroom (6 rolls) costs less than \$20.

### **See New Patterns Now!**

Your favorite decorating or department store will be happy to show you the new WALL-TEX collection. They will recommend a decorator, or if you prefer to do it yourself, they'll explain how to hang your own WALL-TEX. Stop in this week! Or write us for WALL-TEX portfolio with sample swatches.



**Housework is much easier with WALL-TEX.** Waterproof surface is safely washable, even scrubbable, won't spot or stain. Colors stay fresh and bright for years!

# Wall-Tex® WASHABLE WALL CANVAS

COLUMBUS COATED FABRICS CORPORATION, COLUMBUS 16, OHIO



# Looking for Something?



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**FROM AUTOS  
TO SCHOOLS  
WHATEVER YOU NEED**

Find It Fast  
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DESIGNER SMITH wears first design—cotton vest and shorts with silk blouse (\$28). Clothes are sold under her maiden name, Florence Pritchett.



MRS. IGOR CASSINI wears tailored jacket with frog fastenings, shorts and halter (\$28) outside Worth Avenue shop. Her husband is society columnist.

On Sale At Your Favorite  
VARIETY CHAIN STORE



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*Metalcraft*



Metalcraft Corporation,  
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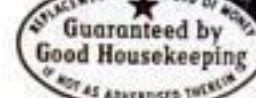


**the sparkle  
that lies in  
your eyes!**

Why tolerate dull-looking, reddish-streaked, tired-feeling eyes another instant? A few drops of EYE-GENE, recommended by eye specialists for over 20 years, will cleanse, soothe and refresh your eyes in seconds.

Safe, sure EYE-GENE® with Lexatol is a combination eye bath and lotion—crystal-clear and stainless. Celebrities use EYE-GENE daily. Why don't you? In handy dropper bottles—60c and \$1 at all drug counters. Also available in Canada.

**EYE-GENE**  
EYE DROPS



**LILY BEE**  
designer  
Originals



**100% nylon** and a field of daisies! White nylon dress, taffeta slip, linen-like rayon bolero. Pink, Maize. Sizes 4 to 6x about \$9, 7 to 14 about \$11. For store nearest you, write to Jack Spiro & Co., Inc. 1333 Broadway, New York 18



# So much that's NEW-

*at the old familiar savings...by Greyhound!*



Step up to a bright new look at America—in a modern luxury coach!



**New! Washroom on Scenicruiser**—Complete with running water, wash basin, toilet and mirror.



**New! Air-Conditioned Warmth**—Draft-free air conditioning fills coach with fresh, filtered air.



**New! Air Suspension Ride**—Famous Scenicruiser and Highway Traveler coaches both have it!

Now Greyhound brings you tomorrow's travel luxuries—at yesterday's low prices! If you haven't been aboard a Greyhound lately, then try one on your very next trip.

The moment you sink back into a body-contoured easychair, you leave parking and traffic problems to the expert at the wheel.

You're free to watch the colorful countryside roll by—through broad picture windows... free to really see something every magnificent mile.

**SHIP PACKAGES BY GREYHOUND FOR FAST, CAREFUL HANDLING**—Greyhound carries packages nearly anywhere in the U.S.A....so quickly, efficiently, that they arrive the same day at many destinations.

**GREYHOUND®**  
for new *LOW-COST LUXURY*



**FREE! VACATION-PLANNING MAP OF AMERICA**

Mail to Greyhound Tour Dept., 71 W. Lake, Chicago, Ill., for full-color wall map, showing details and prices on thrilling, preplanned Vacation Tours.

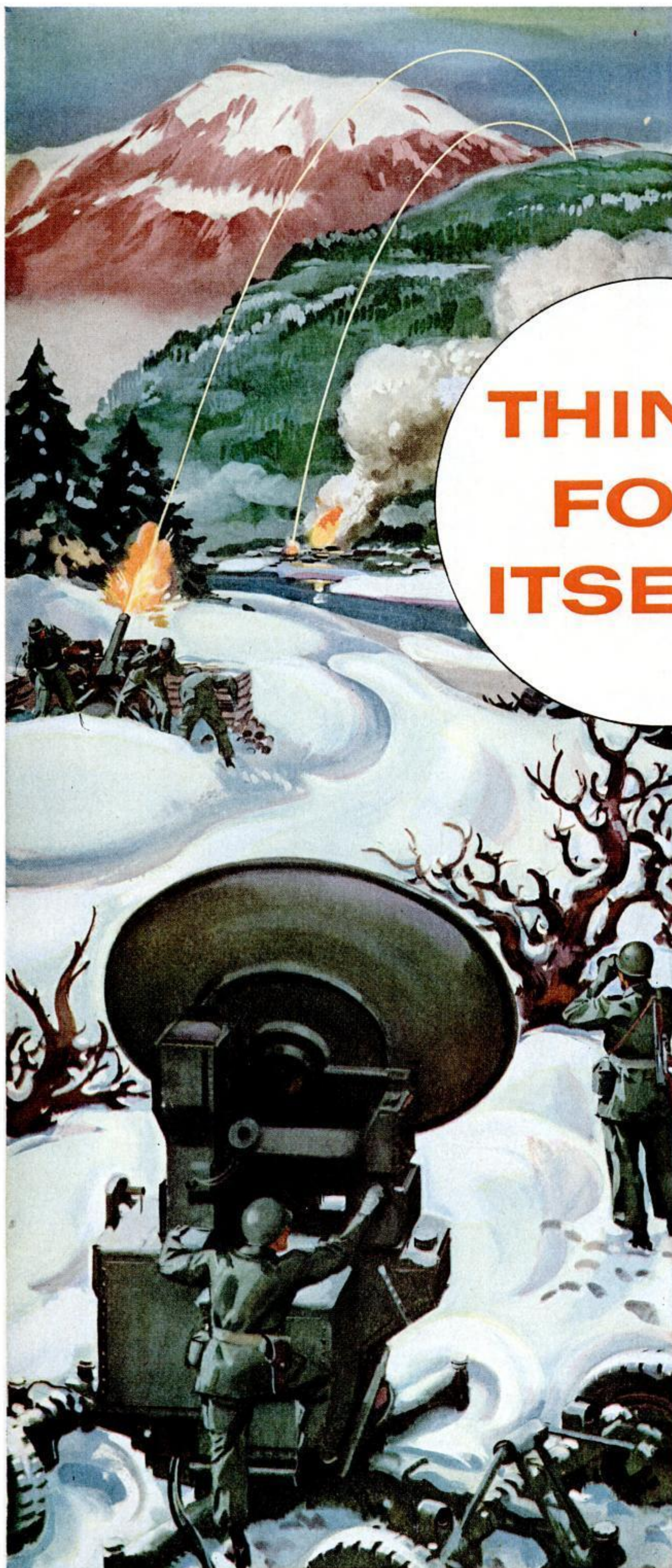
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City & State

Send me special information on a Tour to:  L-2-56





**THINKS  
FOR  
ITSELF!**

**Counter-mortar radar...** new radar "eye" developed by U. S. Army Signal Corps. In effect, this battle-proved electronic device thinks for itself. It detects and tracks incoming shells in flight, automatically traces their trajectories back to the enemy, skillfully discovers their gun positions. U. S. artillerymen can thus pinpoint enemy mortars and deliver immediate counter-battery fire with constant precision. And to give you constant precision lubrication, you can always count on Havoline Special 10W-30, the motor oil that thinks for itself. You no longer have to think about seasonal grades of motor oil.



**All-temperature oil...**

new Havoline Special 10W-30 oil is today's most efficient engine lubricant. It's *light* for split-second cold starts, yet has *body* to withstand sizzling engine heat. It's the *all-temperature* motor oil that thinks for itself—now you don't have to worry about seasonal grades of motor oil. On superhighways, or in stop-and-start traffic, Havoline Special 10W-30 safeguards your engine—assures smooth, surging power. Change today—change regularly—get Havoline Special 10W-30 from your Texaco Dealer, *the best friend your car has ever had!*

**Tip!** Sky Chief gasoline and Havoline Motor Oil are the tested, top-performance team. Use them together for a far cleaner engine, longer lasting new-car liveliness.

**Texaco Dealers  
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TUNE IN: TEXACO STAR THEATER starring JIMMY DURANTE on TV Saturday nights, NBC. Metropolitan Opera radio broadcasts Saturday afternoons, ABC.







MRS. SPELMAN PRENTICE wears tunic, shorts (\$20). Her husband, grandson of John D. Rockefeller, owns La Coquille Club in Palm Beach.

## SPECIAL OFFER! 4 Steak Knives

**QUIKEDGE STAINLESS STEEL BLADES  
GUARANTEED SHARP FOR 2 YEARS!**

Each Quikedge stainless steel blade contains 58 hollow-ground cutting edges. The contour-shaped, ivory-colored handles of durable Hercocel are guaranteed not to chip, break or loosen from the blade. Plan to get 2 or 3 sets—start today.



\$1.75 value

**only 75¢**

with guarantee panel from  
Durkee's Homogenized Margarine,  
or label from other Durkee product.  
You receive set of 4 steak knives  
(Actual size shown)



### DURKEE'S MARGARINE NOW HAS EXTRA VITAMINS

Durkee's Homogenized Margarine has the smoother, richer flavor you get only with homogenized foods. Two ounces of this delicious spread supply almost half the total daily requirement of Vitamin A and Vitamin D. Durkee's appetizing golden color comes from pure Carotene.

Get Durkee's Homogenized Margarine in the easy-opening aluminum foilpak and send for your Quikedge Steak Knives today!

**DURKEE STEAK KNIVES**  
Dept. L, Box 66, Fremont, Ohio



Please send me \_\_\_\_\_ sets of 4 Stainless Steel Steak Knives at 75 cents per set. I enclose \_\_\_\_\_ (check or money order, no stamps please) and a guarantee panel from Durkee's Margarine or a label from any other Durkee product.

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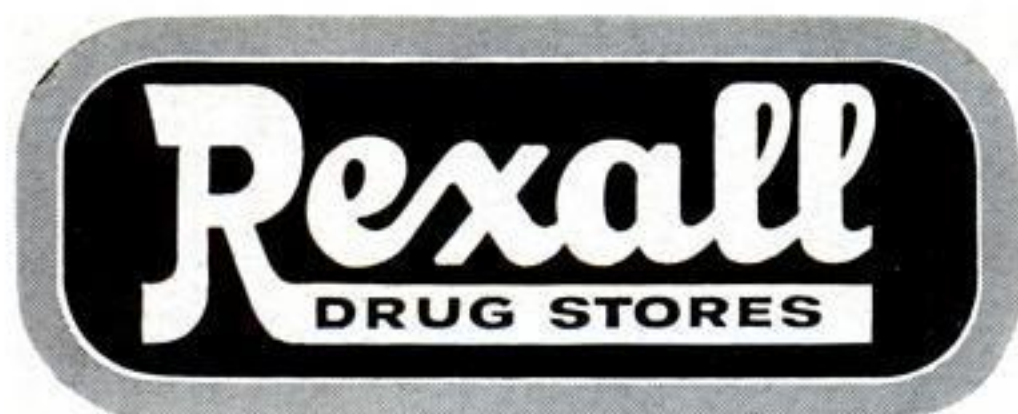
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# LUCKY 7

EVERY PRICE IS A

## MORE SUPER SPECIALS!

Permedge Razor Blades Cut 40%! 60 double edge or 54 single edge. \$1.47, 87¢  
Scout Jr. Flashlight Cut 30%! Has chromed finish, slide switch. 2-cell. \$1.39, now 97¢  
Stag Shave Cream Cut 26%! Choose 3 1/4-oz. Bay rum or cologne; or 4.8-oz. brushless. Any of these big 50¢ tubes. 37¢  
Stag Cream Hair Tonic Cut 27%! Non-drying and non-alcoholic. 6 oz., 79¢. 57¢  
Stag Deodorant Cream Cut 26%! Stops perspiration odor for hrs. 1 1/2 oz., 50¢. 37¢  
"8480" Nail Clipper Cut 44%! 49¢, 27¢  
Victoria Hot Water Bottle Cut 38%! Red rubber, holds 2 qts. Reg. \$2.89, now \$1.77  
Rexall De Luxe Toothbrushes Cut 26%! Junior size, regularly 39¢ each, 2 for 57¢  
Superior Hair Dryer Cut 28%! Blows hot, cold; has adj. handle, stand. UL Approved. For AC only. Reg. \$6.95, now only. \$4.97  
Rubber Bobby Comb Cut 28%! 2 for 27¢

### Proven Rexall Remedies

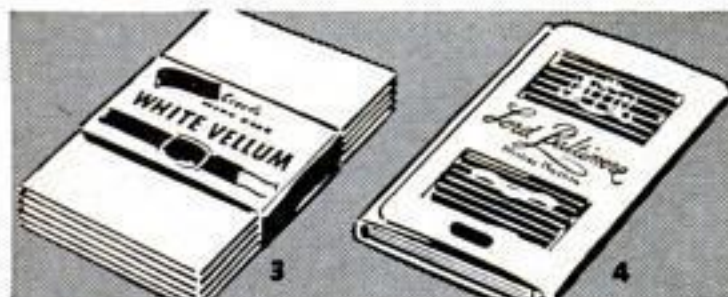
Rexall Hygienic Powder Cut 34%! Makes non-irritating solution. Pound, \$1.49... 97¢



1. Rexall Eyelo Eyewash Cut 30%! Soothing lotion reduces irritation. 4-oz. bottle with free unbreakable eyecup. Reg. 39¢... 27¢
2. Rexall Klenzo Antiseptic Mouthwash Cut 27%! Ruby red, cinnamon flavored. Pint, regularly 79¢, now only... 57¢
- Rexall Milk of Magnesia Tablets Cut 33%! Big bottle of 250, reg. \$1.00, now 67¢
- Rexall Milk of Magnesia Cut 43%! Mild laxative and antacid for relief from temporary constipation, acidity. 6 oz., now... 17¢
- Rexall Eudicaine Rectal Suppositories Cut 35%! Box of 12, regularly \$1.19, 77¢
- Rexall Vitamin B-12 Tablets Cut 36%! 100 10 mcg. tablets, reg. \$2.30, now \$1.47
- Rexall Vitamin B Complex Capsules Cut 35%! Big bottle of 100, reg. \$2.59, \$1.67

### Stationery Savings

Irish Linen Stationery Cut 32%! Ruled or unruled tablet, or envs. Each, now... 17¢  
Air Mail Ink Tablet Cut 32%! 44 six by ten-inch sheets, onion skin. Reg. 25¢... 17¢



3. Cello-Packed Stationery Cut 30%! Choice of five designs. Each, 39¢, now 27¢
4. Lord Baltimore Portfolio Cut 31%! 36 large sheets, 24 envelopes. Reg. 69¢... 47¢
- Tablets Cut 26%! 8x10" 240-sheet pencil or 8 1/2x11" 80-sheet typewriter tablet, 37¢
- Ballpoint Pen Cut 33%! Retractable—choice of 8 two-tones. Ea. reg. \$1.00... 67¢
- Rubber Bands Cut 32%! 25¢ packs... 17¢
- Boxed Thank You Notes Cut 26%! White vellum, copper-engraved. Now... 37¢

### Rexall Beauty Buys

Cara Nome Compressed Face Powder Cut 48%! Lovely, flattering shades. Regularly \$1.10, now only... 57¢  
Helen Cornell Bubble Bath Cut 33%! Luxuriant, lasting bubbles. Reg. \$1.00, 67¢  
Rexall Theatrical Creams Cut 30%! 1-lb. jar, Cleansing or Cold, reg. \$1.25... 87¢



SAVE 27%

**REXALL MI-31 MOUTH-WASH.** Rexall's famous amber-color mouthwash, gargle and multi-purpose antiseptic. More than just a mouthwash, it actually kills contacted germs while sweetening your breath. Full pint bottle, regularly 79¢, now **57¢**



SAVE 42%

**REXALL KLENZO TOOTHBRUSHES** Fine quality nylon-bristled brushes in 5 medically-approved styles. Choose medium-hard or fine texture. Choice of popular handle colors! Reg. 39¢ each, now... **3 for 67¢**



SAVE 9%

**REXALL LOZOTHRICIN THROAT LOZENGES** give quick relief from simple sore throat, coughs due to colds. Contain antibiotic Tyrothricin to inhibit many bacteria. Box of 28, regularly \$1.29, now... **\$1.17**



SAVE 22%

**REXALL ASPIRIN TABLETS** No finer, faster-acting aspirin made—at any price! And every tablet is guaranteed to contain a full 5 grains of pain-reliever. Big, family-size bottle of 200, regularly 87¢, now... **67¢**



SAVE 11%

**REXALL CHERROSOTE COUGH SYRUP** is a time-tested formula for fast relief from coughs due to colds. Soothes throat. Has 12 active ingredients; pleasant wild cherry flavor. Big 1/2-pint bottle, reg. 98¢, now... **87¢**

THERE'S A BARGAIN HERE FOR EVERY



SAVE 43¢

**CARA NOME DEODORANT CREAM** is a highly effective anti-perspirant that is delicately fragrant, quick-vanishing. Pure and mild; will not stain. Big 2-oz. jar, regularly \$1.00, now only... **57¢**

Rexall Germatine Cut 12¢! Powerful but non-stinging germicide. 2-oz. bot., 39¢, 27¢  
Rexall Moth Fume Crystals Cut 22¢! 47¢  
Rexall Glycerin Suppositories Cut 22¢! Adult or infant. Jar of 24, 79¢, now... 57¢



SAVE 41¢

**REXALL ANTIHISTAMINE TABLETS** for colds and hay fever. Give quick, effective relief from sniffles, sneezing, other symptoms and discomfort. 25 mg. tablets, 50, reg. 98¢, now only... **57¢**

Rexall Baby Cough Syrup Cut 12¢! Eases irritation; pleasant flavor. 3 oz., 39¢... 27¢  
Rexall Rexillana Cough Syrup Cut 41¢! Safe, pleasant, effective. 1/2 pint, 98¢... 57¢  
Rexall Rex-Rub Cut 32¢! 6 oz., 89¢... 57¢



SAVE 78¢

**CARA NOME CREAMS AND FRESHENER.** 4-oz. bottle of Skin Freshener with your choice of 3-oz. Cold Cream or 3 1/4-oz. Dry Skin Cleansing Cream. Each combination \$2.25 value, now... **\$1.47**

Cara Nome Cream and Astringent Cut \$1.03! 3-oz. Cleansing Cream and 4-oz. Astringent, together a \$2.50 value, \$1.47  
Rexall Analgesic Balm Cut 32¢! Relieves minor muscular soreness. 1 1/4 oz., 89¢, 57¢

REXALL DRUG PRODUCTS ARE GUARANTEED TO GIVE SATISFACTION OR YOUR MONEY BACK



# SALE

## REDUCED PRICE!

**MARCH 1<sup>st</sup>**  
THROUGH  
**MARCH 10<sup>th</sup>**

Your Rexall Druggist will take advance orders now, to be picked up at any time during the Lucky 7 Sale.



### REXALL FOR FIRST AID.

Quik-bands or adhesive tape—both Rexall's exclusive Pro-Cap formula adhesive on plastic tape. Waterproof, flesh-colored and flexible, they stick better and stay put longer. Box of 33 Quik-Bands, reg. 39¢, or 1"x5-yd. roll of tape, reg. 49¢; each... **37¢**



**REXALL NASOTHRICIN NASAL SPRAY** relieves stuffed-up nose due to colds or hay fever. Contains Tyrothricin. 1/2-oz. squeeze-bottle, 89¢... **77¢**



**REXALL BISMA-REX** gives fast, 4-way relief from acid-upset stomach. Relief is prompt, yet prolonged because the ant-acid ingredients dissolve at different rates and go to work one after another. Save now on either of two convenient forms—4 3/4-oz. bottle of Bisma-Rex powder or bottle of 75 Bisma-Rex Mates (tablets). Each reg. 89¢, now ea. **77¢**

### MEMBER OF THE FAMILY



**SAVE 22¢**

**REXALL MONACET APC TABLETS.** Proven combination of aspirin, phenacetin and caffeine—for fast relief from headache, other minor pains. Big bottle of 100, regularly 79¢, now... **57¢**

Rexall Biokets Cut 12¢! Anesthetic, antibiotic throat lozenges. 35, reg. \$1.29... \$1.17  
Rexall Rubbing Alcohol Cut 22¢! Pt., 47¢  
Rexall Sweet'n-ets Liquid Drops Cut 8¢! Two drops equal tsp. sugar. 25 cc., 65¢, 57¢



**SAVE 31¢**

**REXALL ASPIROIDS COLD CAPSULES** for quick relief from cold symptoms and discomforts. Choose: bottle of 30 with antihistamine, reg. 98¢, now **67¢**; or 36 without, reg. 79¢, now... **47¢**

Rexall Mineral Oil Cut 12¢! Pt., 69¢, 57¢  
Rexall Saccharin Tablets Cut 41¢! 1/4-gr. Bottle of 1000, \$1.08, now only... 67¢  
Rexall Orophrin Mouthwash Cut 21¢! Antibiotic; inhibits bacteria. 1/2 pt., 98¢, 77¢

## BIG LUCKY 7 SPECIALS

These Lucky 7 Specials sold at prices shown if you mention this advertisement at the time of purchase.

- DISH TOWELS** Cut 21¢! Quality, soft white cotton. Lint free. Package of six, reg. 98¢ value... **77¢**
- DISH CLOTHS** Cut 22¢! Big 13"x15" soft, yet long-wearing cloths. Package of six, reg. 69¢ value... **47¢**
- SCREWDRIVER SET** Cut 42¢! 7 pieces on magnetized wall rack. \$1.29 val. **87¢**
- POCKET COMBS** Cut 13¢! Long-lasting nylon, assorted colors. 5" size; 10¢ value, now 2 for... **7¢**
- WASTEBASKET** Cut 52¢! Pliable plastic—won't dent or break. Rustproof. Gay colors. \$1.49 value... **97¢**
- BOBBY PINS** Cut 8¢! Black or bronze. Card of 90 regular or 72 rubber-tipped, regularly 25¢, now... **17¢**

**SAVE 32¢**



**Spuntex "Stretch Right" NYLONS**

Reg. \$1.49 **\$1.17**

Glamour sheer! Fit like a second skin—never wrinkle, seams stay straight. Plain or dark seams. In latest shades.

**SAVE 38¢**



**Barbara Ann CHOCOLATES**

Reg. \$1.25 **87¢**

Country Fresh! Finest quality assortment of dark and light milk chocolates with your favorite centers. 1-lb. box.

### BIG SAVINGS ON EVERYDAY NEEDS!

Helen Cornell Nylon Hair Nets Cut 3¢! Snug fit, 3 types. Each, reg. 10¢, now... 7¢  
Helen Cornell Hair Clips Cut 8¢! Card of 12 pin curl, 10 "Jiffy," or 4 "Do-All"... 17¢  
Velour Powder Puffs Cut 8¢! Reg. 25¢, 17¢  
Cara Nome Face Powder Cut 28¢! Many shades. Reg. \$1.25 box, now only... 97¢  
Rexall Cod Liver Oil Cut 38¢! High potency—just one teaspoonful daily provides 1 1/2 times child's requirement of vitamins A and D. 1/2-pint bottle, regularly 95¢, now 57¢  
Colognes Cut 53¢! 4 oz. with atomizer. Cara Nome, reg. \$2.50, now \$1.97; White Mink, reg. \$3.50, now... \$2.97  
Rexall Quik-Swabs Cut 8¢! 200, 55¢, 47¢  
Cara Nome Roll Cotton Cut 6¢! Now 37¢  
Rexall Cotton 'n Swabs Cut 12¢! 89¢, 77¢  
Nail Polish Remover Cut 2¢! 4 oz. 27¢  
29¢ Rubber Combs Cut 11¢! 2 for 47¢  
Rexall pH7 Toothpaste. Reg. 47¢, now 37¢  
Stag Shave Lotion Cut 23¢! 6 oz., \$1.77, 77¢  
Stag Hair Oil Cut 18¢! 6 oz., reg. 75¢, 57¢  
Stag Spray Deodorant Cut 21¢! 3 oz., 77¢  
Stag Talc Cut 23¢! 3-oz. can, reg. \$1.77, 49¢  
Tiny Tot Bloomer Pants Cut 12¢! 37¢  
Rexall Gauze Bandage Cut 2¢! 39¢, 37¢  
Stork Bottle Warmer Cut 41¢! Now \$1.57  
Rexall Cotton Cut 16¢! 4 oz., reg. 63¢, 47¢  
Balloons Cut 3¢! Reg. 5¢ value... 2 for 7¢  
Playground Ball Cut 32¢! Reg. \$1.29, 97¢  
Rexall Quik-Snips Cut 2¢! Tiny adhesive bandages for small cuts. Box of 48, 39¢, 37¢  
Rexall Cotton Balls Cut 8¢! 65¢, now 57¢  
Milk Chocolate Honeycomb Chips... 27¢  
Rexall Quik-Pads Cut 3¢! Gauze. 12, 37¢  
Playing Cards Cut 8¢! Single decks, 57¢  
Plastic-Coated Playing Cards, single decks, 90¢ value, 77¢; doubles... \$1.47  
Plastic Playing Cards Cut 48¢! Single bridge decks, \$2.95, \$2.47; doubles, \$4.87  
Rexall "Reel-Roll" Cotton Cut 6¢! 37¢  
Airmail Envelopes Cut 3¢! Regular 10¢ packs, now a real buy at... 3 for 27¢  
Filler Paper Cut 12¢! 59¢ packs, now 47¢  
Pencil Sharpener Cut 12¢! \$1.89... \$1.77  
Imperial Vellum Stationery Cut 11¢! Box of 100 sheets, 50 envelopes. Reg. 98¢... 87¢  
Cape-Cod Lunch Kit Cut 28¢! Sturdy steel box with pint vacuum bottle, \$2.85... \$2.57  
Cape Cod Wide Mouth Vacuum Bottle. Keeps foods or liquids hot or cold... \$2.27  
Medford Paper Napkins Cut 19¢! Pack of 80 white paper napkins, 19¢ ea., 4 for 57¢  
Medford Paper Towels Cut! 3 rolls for 57¢  
Medford Toilet Tissues Cut! 4 rolls for 57¢  
Rexall Handy Pack Tissues. 6 for only 27¢  
Rex Alarm Clocks Cut 42¢! Plain dial, \$2.79, \$2.37; Luminous dial, \$3.49, \$2.97  
Colby Pocket Watches Cut 42¢! Regularly \$2.79. Now a real bargain at... \$2.37  
Steel Measuring Rule, 6 ft., reg. 39¢, 27¢  
Mediterranean Sponges Cut! 2 for 77¢  
Leather Wallets Cut \$1.08! \$2.00... 97¢  
5-Way Mirror Cut 28¢! Reg. 75¢, now 47¢  
Shoelaces Cut 3¢! Reg. 10¢ pairs, 2 for 17¢

**SAVE 23¢**

**Cara Nome Lotions**

Cara Nome. White Mink or Springwood fragrance. Reg. \$1.00, each... **77¢**

**SAVE 23¢**

**Stag "Ready Shave"**

Rich lather in 5-ounce push-button Aerosol. Reg. \$1.00, now save at only... **77¢**

**SAVE 52¢**

**6 1/2-inch Scissors**

Sheffield steel—hollow ground and chrome plated. \$1.49 value, now... **97¢**

**SAVE \$1.01**

**Easter Bunny**

Big and cuddly—a full eighteen inches tall! \$2.98 value, now only... **\$1.97**

**SAVE 53¢**

**Boxed Stationery**

Top quality! Six patterns to choose from. Regular \$1.00 value, each... **47¢**

**SAVE 22¢**

**Plastic Gloves**

Protect hands from housework. Resist oil, acid, detergents. Regularly 69¢... **47¢**



Your Rexall Druggist is a prescription specialist—dedicated to the health and welfare of your community.

These suggested retail prices are effective March 1st through 10th, 1956 and are subject to Federal Excise Tax where applicable. Right reserved to limit quantities. Rexall Drug Co., Los Angeles 54, Calif.



**YOU CAN DEPEND ON ANY DRUG PRODUCT THAT BEARS THE NAME REXALL**



# THE GROWTH OF SOCIETY

As the earth warmed and forests spread at the end of the great Ice Age man established communities on the shores of lakes and beside the sea

by LINCOLN BARNETT

**T**HROUGH the span of the Old Stone Age, which began nearly a million years ago and encompassed 98% of mankind's whole existence, glaciers marched recurrently across the land, armoring in ice the plains and valleys of the north and dipping frosty fingers deep in lower latitudes. In these times of rigor and uncertainty, man clung tenuously to life, competing with other carnivores on the world's frozen hunting grounds.

Then mysteriously, about 20,000 years ago, the ice sheets started to recede, initiating the slow withdrawal that continues still today. Gradually, as the millennia flowed past, forests spread across the barren grounds, implanting woods of willow and birch where only scattered evergreens and dwarf shrubs stood before. As the vegetation altered, so did the animal populations. Big game like the woolly mammoth, the woolly rhinoceros and the giant cave bear, which had so long fulfilled the needs of Palaeolithic Man, vanished from the planet forever. The tundra animals—reindeer and musk ox—migrated northward, surrendering their dominions to moose, red deer, wild swine and other creatures of the woods.

These changes and displacements had profound effects on the economy and way of life of man in western Europe. As the countryside turned green and the melting ice created lakes and rushing streams, he began to emerge from his rock caverns and made his abode in the open, on the fringe of forests and beside water. In so doing he found new food resources. He became a great woodsman, fisherman and hunter of fowl.

In this transitional period of culture, known as the Mesolithic and beginning, in Europe, about 8000 B.C., man took an upward step from his Ice Age predicament as a hunter of living prey. While he knew nothing yet of the secret of planting, he took advantage of periodic harvesting. He learned that certain kinds of food, such as nuts, fruits and wild seeds, produced by the burgeoning of vegetation in the mildness of the new climate, could be obtained at the same place year after year. True farming lay in the future, but the regular harvesting of wild bounty represented an important economic advance over the mere random gathering of edible roots and berries with which he tried to supplement his meat diet. It led to foresight, to increased security and a more settled way of life. As human society became more stable, the dog, which may have skulked and scavenged on the outskirts of Palaeolithic encampments, now openly attached itself to man and was admitted to his fireside as a hunting partner, guardian and friend.

In consequence of all these circumstances, there occurred in late Mesolithic times an enlargement of the social community into something that approximated the village. The significance of this event stands out sharply in human history, which has been marked by the progression of society into ever larger and more complex units—from family, hunting band, clan and tribe through all degrees of confederation, into the varied sovereignties, empires and aggregates of nations in the world today. Even in the Palaeolithic age man had begun to unite for certain ends—to hunt big game (LIFE, Nov. 7) or participate in religious rites (LIFE, Dec. 12). Now in the late Mesolithic period he found new advantages in further expanding his social edifice.

From the beginning, however, the nuclear

unit of society was the family. But what is a family? There are many types of familial organization, ranging from the monogamous unit of Western civilization through diverse systems of polygamy and more complex domestic arrangements. There is a profound difference, however, between systems of marriage, which are man-made contracts, and the family, which is a biological entity common to many of the higher vertebrates (i.e., mammals and birds). In its simplest form the family consists of a short-lived nutritional cohesion of mother and young; the male of many species vanishes long before his progeny are born. The larger union of mother and offspring *plus* the father is often an ephemeral one in the animal kingdom.

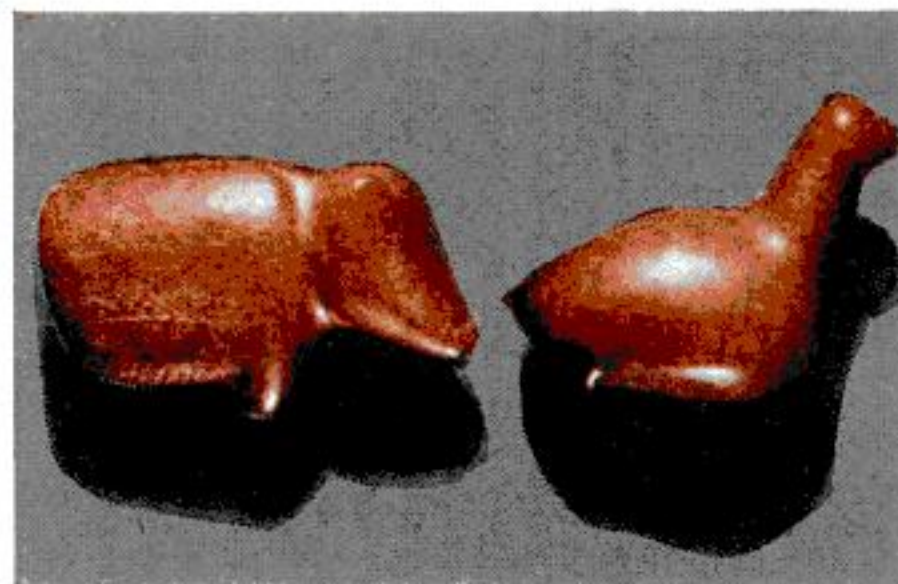
It is chiefly among the primates that family ties acquire durability. The reason for this is that the primate baby enters the world in a helpless state and remains helpless a long time. Its period of dependency lasts several months and, sometimes, years. During this prolonged infancy the father remains generally in attendance. His continuing presence derives from the fact that, unlike other mammals which undergo seasonal cycles of "heat" and of sexual indifference, most primates are endowed with a nonseasonal, year-round procreative impulse. Expressing a biological viewpoint, Anthropologist Weston LaBarre writes: "The drive inducing the anthropoid or the human male to stay more or less permanently with the female, to drive away enemies, intruders, or rivals, and incidentally to protect her offspring, is the male's sexual interest in the female. The anthropoid and the human male alike stays to form a family . . . because biologically speaking *he wants to*. . ." In the case of man, of course, many nonbiological factors also tend to keep the family unit intact—the responsibility of educating the young, the division of labor between mother and father, the simple human need for companionship, the precepts of society and religion.

Owing to his primate heritage man must always have had some kind of family organization. Its actual structure is not known, but there can be no question that owing to the vicissitudes of life in late Palaeolithic times the human family existed in some form. By analogy with living Stone Age peoples it has been inferred that certain marital sanctions and restraints must have evolved. It appears that from the beginning, exogamy—marriage outside the family—has been a fundamental law of human behavior.

When the climate changed with the dawn of the Mesolithic age, and man began to live year-round beside the sea and by the shores of lakes and rivers, his opportunities for social intermingling increased. The first unit larger than the family—the hunting band—probably consisted of four or five families, related by blood. Later in the Mesolithic age, the increase of population and the development of water transport may have led to the growth of the hunting band into the kinship, the clan and ultimately the tribe. As communities grew larger, certain other aspects of human society developed: a heightened sense of cooperation, social order and moral law. Small and atomized as it was, the precivilized community, according to Anthropologist Robert Redfield, "was held together by largely undeclared but continually realized ethical conceptions."

Paintings by  
SIMON GRECO, CARROLL JONES  
and JEAN DAY ZALLINGER

Photographs by FRITZ GORO,  
LARRY BURROWS and HEINZ ZINRAM



**MESOLITHIC CARVINGS** in amber from northern Europe depict an animal (left) and bird, epitomizing the Mesolithic life of hunting and fowling.





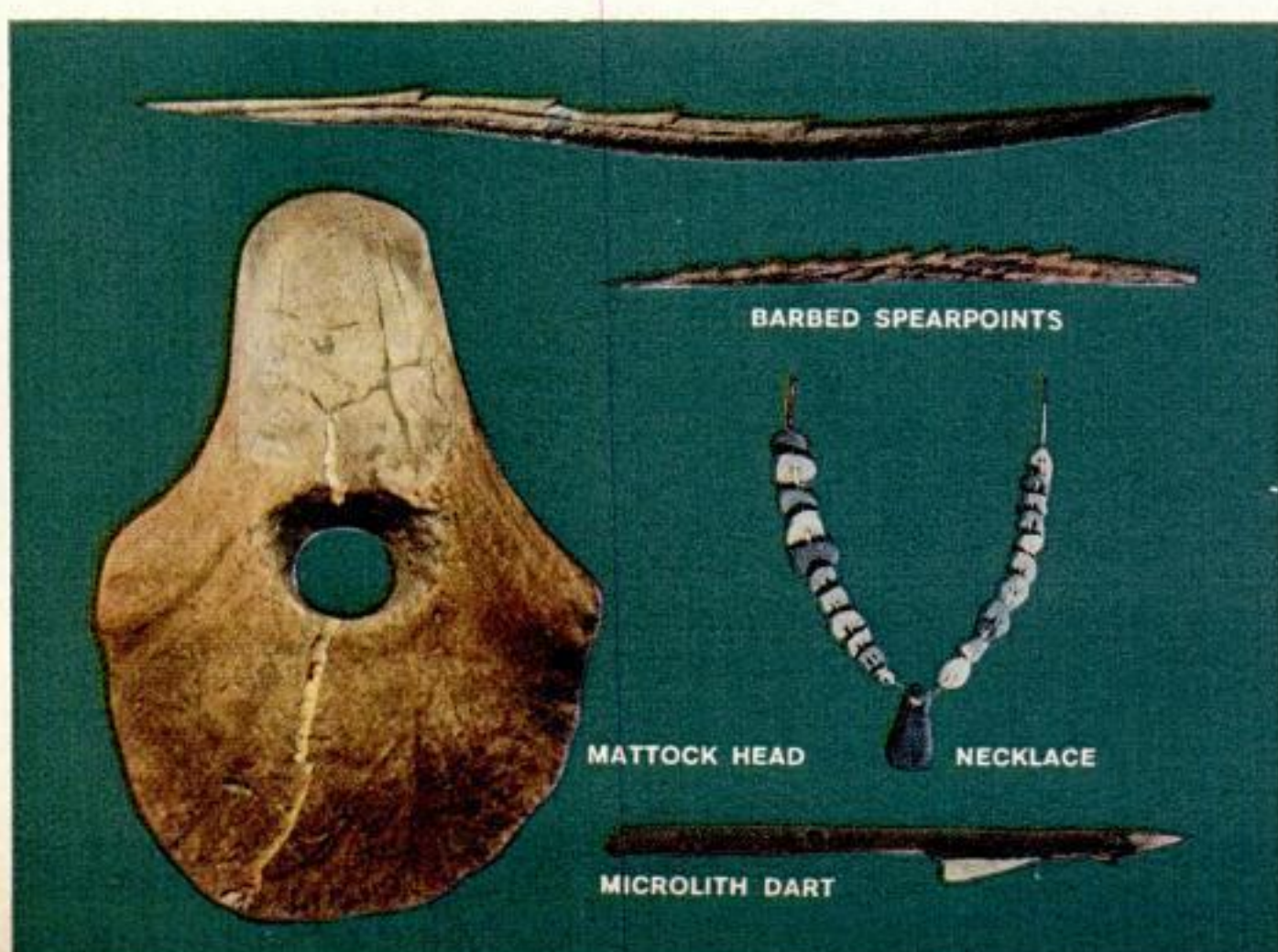
**MAN THE FISHERMAN** dominated the Mesolithic world of warm air and prolific waters. Here, in a Baltic bay, some 7,000 years ago, three early Danish tribesmen empty salmon from their fish trap, wrought of birch and lime rods, into their

boat of wood and skins. A weir or barricade of stakes blocks the mouth of a stream and forces the fish into the funnel mouth of the trap from which they cannot escape. In the background lime and oak trees march down almost to the sea.





**A FLOURISHING FACTORY** operated beside a lake in England around 7,500 B.C. The painting above, based on archaeological evidence, shows how a group of Mesolithic families banded together each autumn to manufacture their tools



## INDUSTRY, INVENTION

**A**s man spread out across the land, clustering in forest clearings and upon lake shores, beaches and riverbanks, he began to combine his resources in new, ingenious ways. Prompted by the opportunities arising from his changed environment of woods and water, he invented some of the basic implements of mankind: the boat and paddle, the bow and arrow, the mattock, the adz and the hafted ax. And in producing them he also exploited the techniques of assembly-line production.

The earliest known example of a "factory" especially built for mass production was uncovered by Cambridge Archaeologist Grahame Clark





**MESOLITHIC HEAD-HUNTERS** of the Tardenoisian culture chant as their shaman, attired in bird plumage, holds aloft a severed female head. An assistant makes another head bounce and gyrate to the vibrations of a skin-and-log drum.

Other heads, some freshly severed, some long-since decayed, repose in a shallow pit in the cave floor, surrounded by ornaments and sprinkled with ocher. A skull collection like this one has actually been found in a Bavarian cave.

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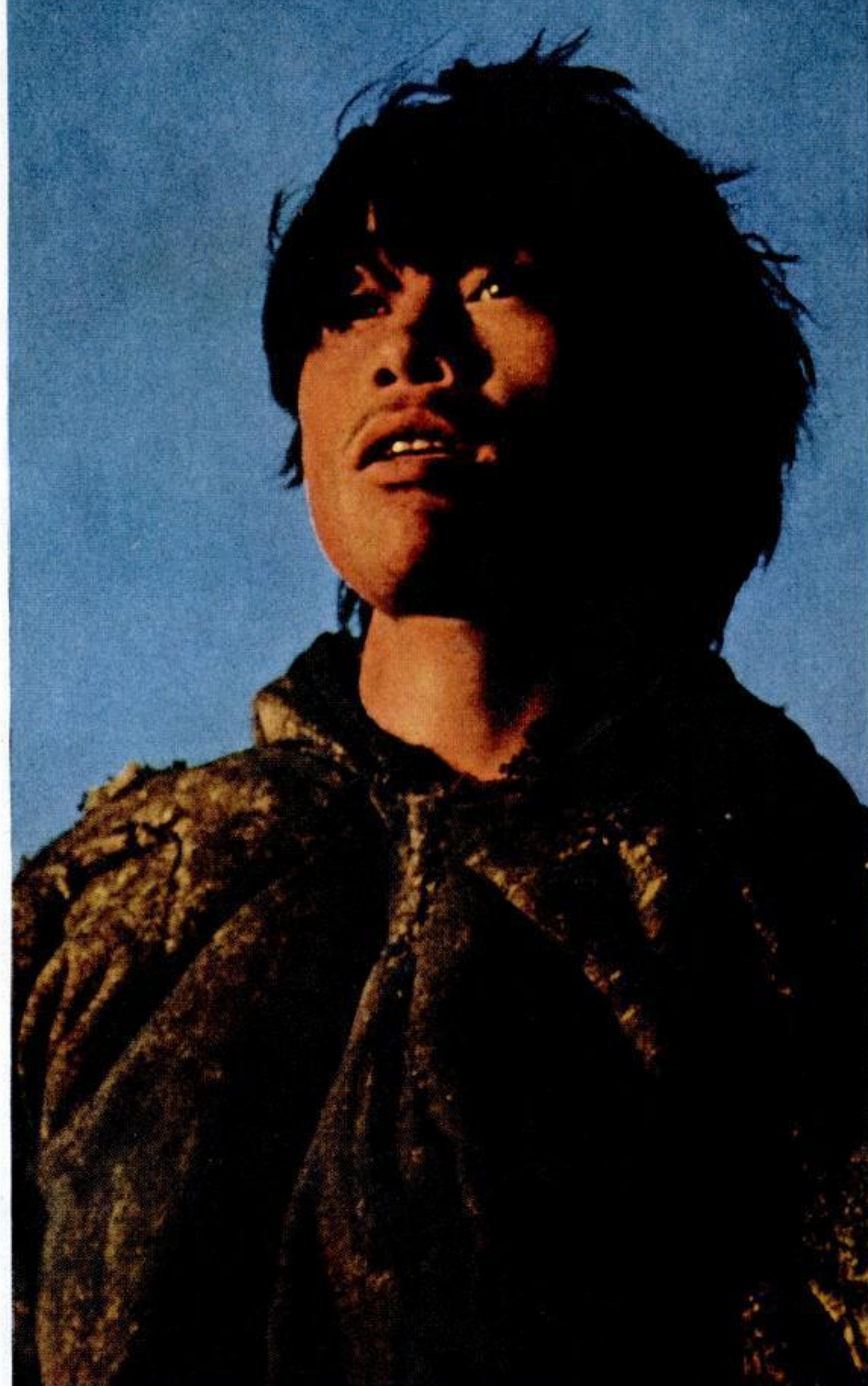




**MODERN MESOLITHIC WEAPONS** used by Caribou Eskimos include a three-pronged leister for spearing fish and a spear for killing caribou. Though both implements have metal parts, the designs have not changed in thousands of years.



**ESKIMO FAMILIES** watch from shore as their menfolk depart in kayaks after caribou. The hunters will paddle a few miles to a point where migrating herds habitually swim across the lake. There they will spear the animals in the water.



## A MESOLITHIC AGE TODAY

Caribou Eskimos illustrate its culture

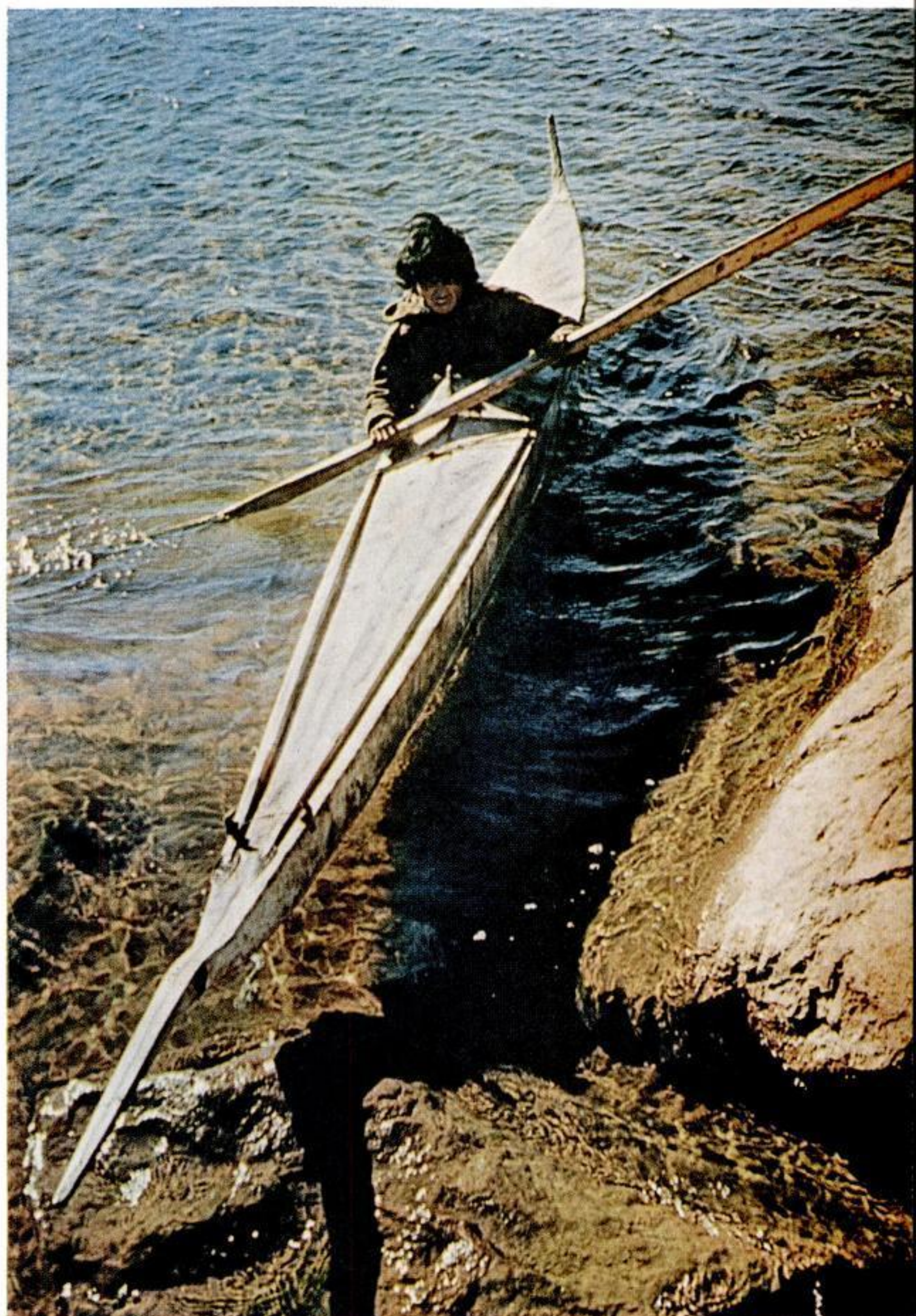
**A**LTHOUGH no truly Mesolithic cultures survive in the world today, the Caribou Eskimos of central Canada present more accurate analogies than any other people now alive. Dwelling on the shores of Ennadai Lake, west of Hudson Bay, they sustain themselves, like ancient Mesolithic Man, by hunting, fishing and fowling. They have no agriculture; their only plant food is berries. They too rely on implements of antler and bone, and wood from evergreen and birch. Their traditional weapons are the spear, the fishhook and the leister; their vehicle the boat. Their only domesticated animal is the dog, their largest social unit the family.

Until six years ago these inland Eskimos, photographed here for LIFE by Fritz Goro, lived virtually in isolation. Now, through a Canadian government radio station at Ennadai Lake, they have greater contact with outer civilization. Nevertheless, their lives remain today little changed from the patterns evolved by Mesolithic Man in Europe 10,000 years ago.





**AN ESKIMO COUPLE**, Anowtelik and Iya, are living representatives of a modern Mesolithic culture. Iya, a teen-ager, is the daughter of a tribal leader (*below, right*); her husband is 23. They already have two children, both of them boys.



**AN ESKIMO KAYAK** is maneuvered by a young hunter along a rocky shore. Frail and easily upset, the kayak is an Eskimo invention used for hunting swimming caribou. When the spearsman gets in range, he kills his prey with a swift thrust.



**AN ESKIMO FISHERMAN** removes a pike from a gill net wrought of twine. Although the northern lakes abound with fish, the Eskimos go fishing only when caribou are running low. In lean winter months they sometimes fish through ice.



**AN ELDER OF THE CAMP**, Owljoot, repairs his kayak which was damaged by a swimming caribou. Here he bends a piece of arctic birch into a new rib for his boat. The skin covering, which has been slipped off, lies on the ground behind him.

TEXT CONTINUED AFTER FOLLOWING PICTURE PAGES





**CARIBOU MEAT** is cut into thin slices for drying by a young woman of the Eskimo encampment while a dog watches with hungry interest. Strips will then be hung on the racks above. Though stringier, caribou tastes somewhat like beef.



**CARIBOU BONES** provide a mid-morning snack for a hungry expectant mother, who employs a splinter of caribou rib to extract tasty marrow from a caribou ankle. Though the bone pile is more than a month old, cold weather prevents spoilage.

## EPIC OF MAN CONTINUED



**A CARIBOU HIDE**, freshly removed from the carcass, is folded for transport back to camp. The hunter's kayak rests poised at the caribou crossing place, ready for launching again if the animals should start swimming from the opposite shore.



**WET CARIBOU SKINS** ARE PEGGED DOWN TO DRY IN THE WARM SUMMER SUN →





**MESOLITHIC CANNIBALS** of the Ertebølle culture gather at dusk on the coast of Denmark beside the darkling sea. Illuminated by the rays of a fish-oil lamp, two women who have been opening shellfish greet their menfolk as they return

with the corpse of a victim, slain in a raid on a neighboring tribe. At left a cache of human skulls is ritualistically arranged. In the distance other tribesmen, by their beached umiak boats, search for mussels on the flats at low tide.

## SHELLS AND SKULLS

**T**HE latter chapters of the European Mesolithic from perhaps 4,500 B.C. on were illuminated by the Ertebølle culture (named after an excavation site in Jutland) which arose among a people of early Scandinavian stock then dominant along the southwest Baltic coast. Although they fashioned the most finely wrought stone axes of the Mesolithic, their economy derived less from the woods than from the sea. The remains of their encampments, studding the low-lying shores of the Danish peninsula, were distinguished by huge middens (discard piles) of shells, some of them 300 yards long, indicating that oysters, cockles and other shellfish constituted their principal food.

A singular aspect of Ertebølle culture, however, was cannibalism. Human bones, split open and scraped clean, and knife-scarred fragments of human skulls are evidence that the Scandinavian seafood eaters also fed on marrow and brain. The factors underlying Ertebølle cannibalism may have been either economic or religious. A restricted

diet of raw shellfish, recent medical research has found, causes a deficiency of vitamin B<sub>1</sub> which in turn produces disabilities that can be remedied by eating meat and fat. If game, for some cause, vanished from the woods, Mesolithic Man might have made up the diet deficiency with human flesh.

But vestiges of a somewhat earlier culture, known as Tardenoisian and centered in areas farther south, suggest a religious and ritualistic interest in the human skull. Parallels drawn from the cultures of living head-hunters today reveal that heads might have been collected 1) as offerings to the gods, 2) to supply abodes for the reigning spirits of the tribe, or 3) to augment the prestige of the warriors who obtained them.

The reasons for the cannibalism of the North Europeans and the head-hunting of the people farther south may never be ascertained. Philosophically it is significant that Mesolithic Man considered the head to be the center of the human personality or spirit. Socially it is notable that strife between man and man had now become apparent. By this time, perhaps, the clan had become the tribe, and tribe was harassing tribe. The conflicts and complexities of human society were already darkening the ancient skies.



A SCARRED SKULL FRAGMENT



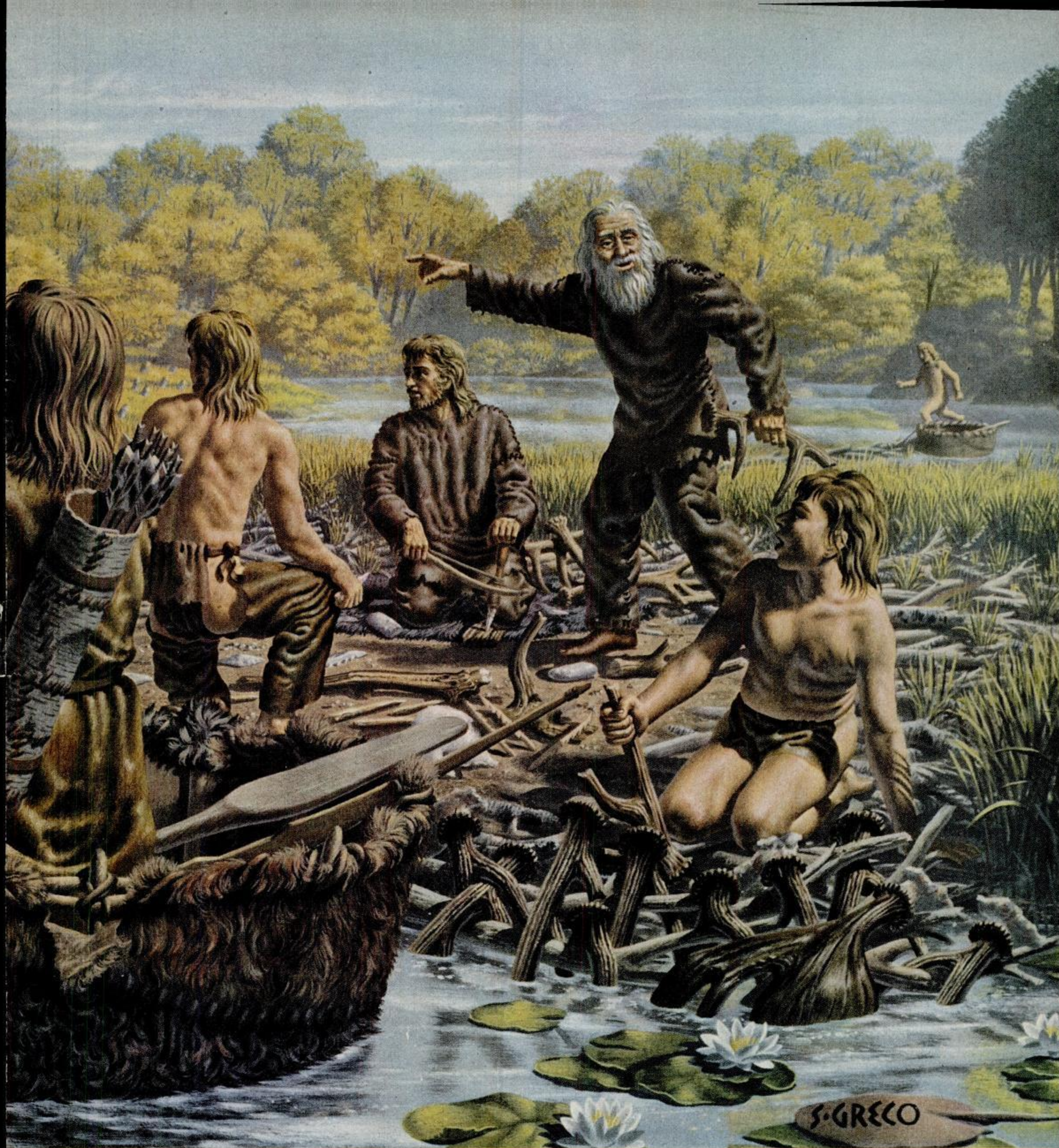


**MESOLITHIC FOWLERS** in dugout canoes shoot their arrows at wild geese winging above a North European marsh. Some of their arrows are tipped with flint while others have blunt wooden tips to stun the birds without mutilation. Their

bowstrings are made of sinew; their canoes may have been hollowed with the aid of fire. The wild fowl that inhabited the Mesolithic marshes at this time included ducks, geese and capercaillies, along with mute swans, coots, herons and gulls.

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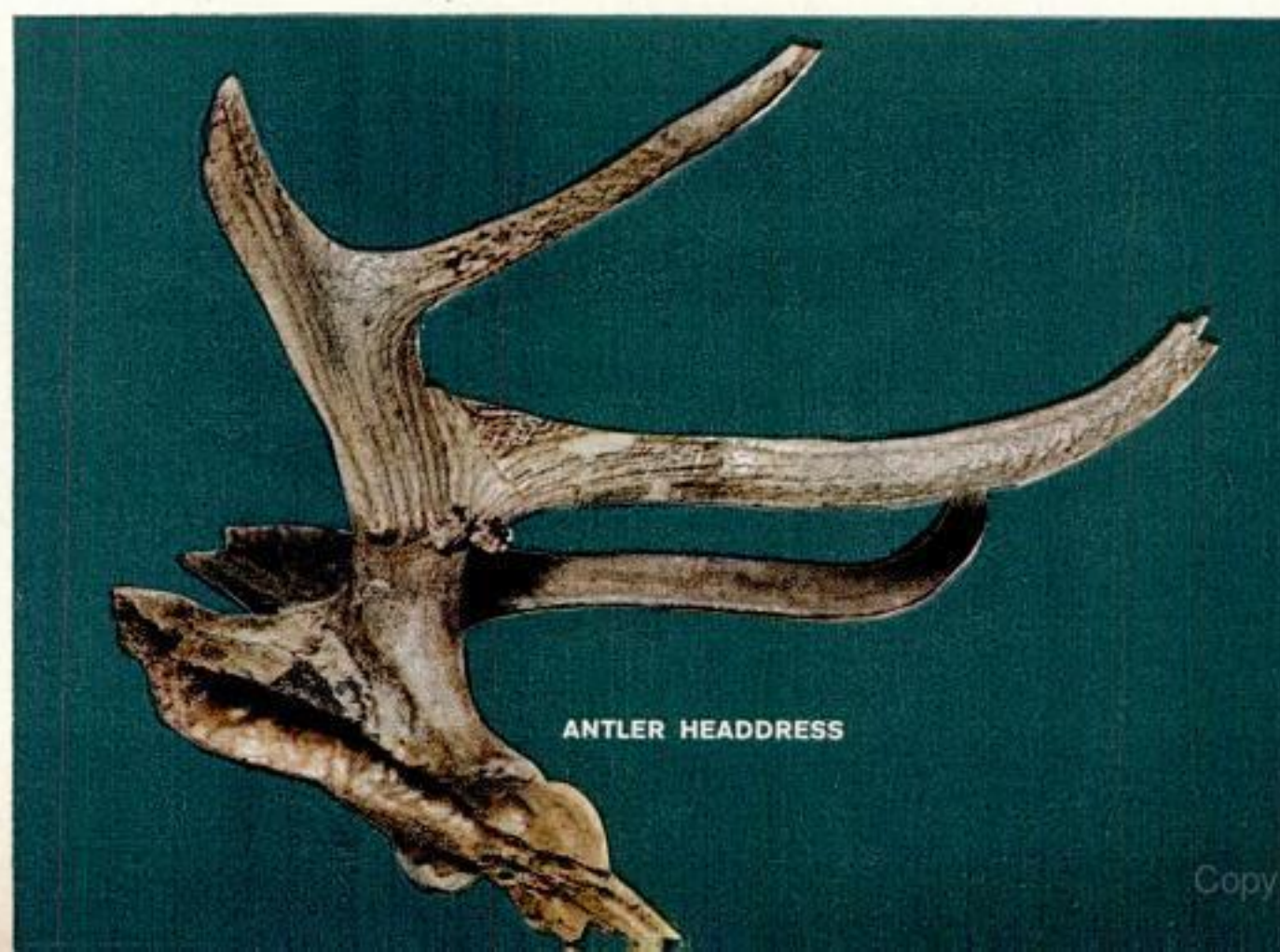




fawn. In the foreground a woman and a man unload game and shedded antlers from a coracle. At far right two craftsmen are diverted from their task of making spearheads out of antlers that have been pre-softened by soaking in the lake.

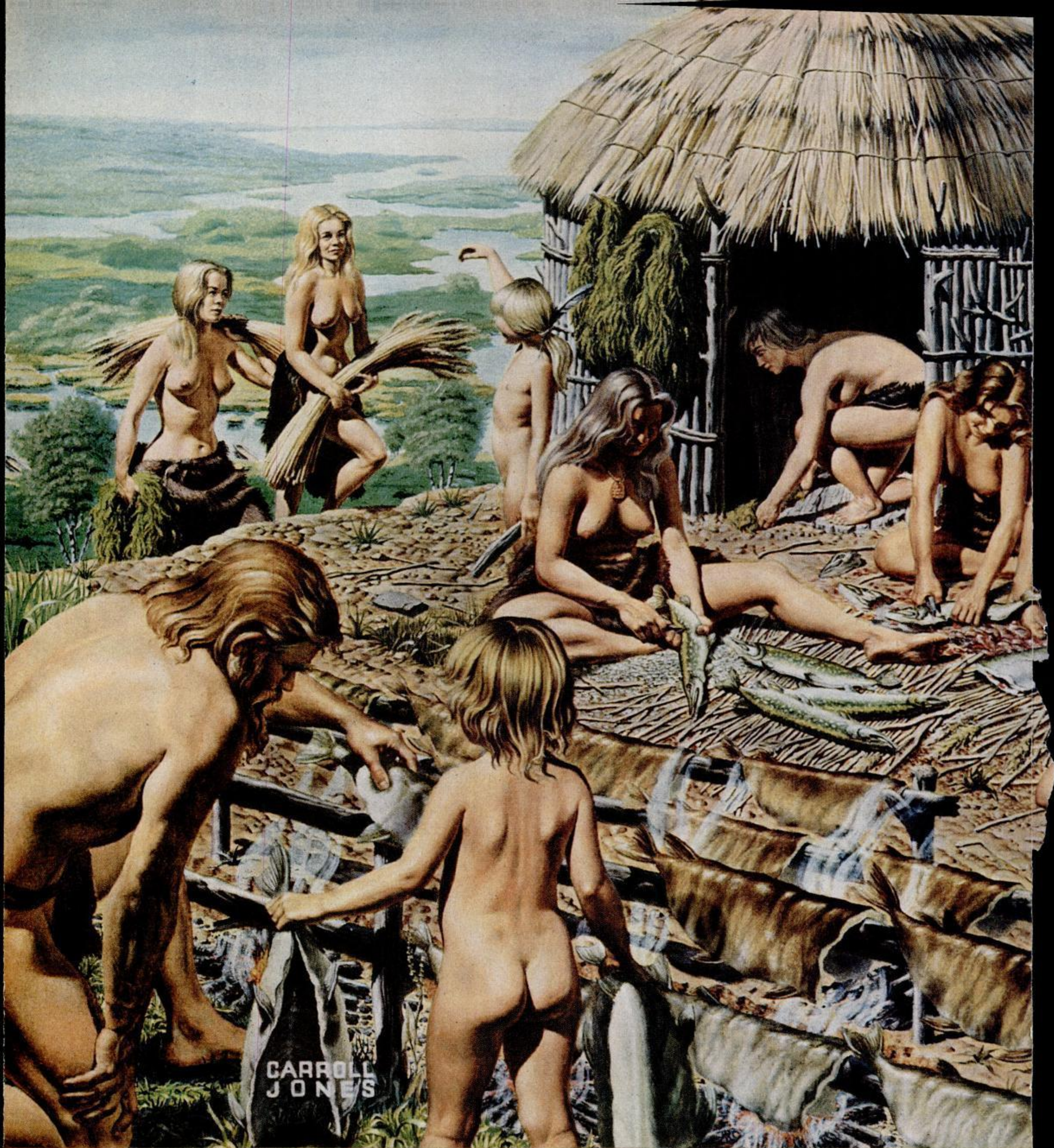
Europe, and something like it must have conveyed Mesolithic Man across the new-filled lakes and rivers of the continent.

Racially the people at Star Carr probably represented a mixture of the older Palaeolithic populations and new stock that had emigrated northward from the Mediterranean. Socially their community must have consisted of several families, living in deerskin tents and joining forces to abet their separate economic needs. They were doubtless related by blood, constituting what anthropologists call a kinship unit. Though the growth of the community into large units lay still in the future, society probably had attained a self-supporting stage in which all possessions were shared communally. Star Carr hinted that even at this early date man worked not for purely personal needs alone but for the group of which he was a part.



ANTLER HEADDRESS

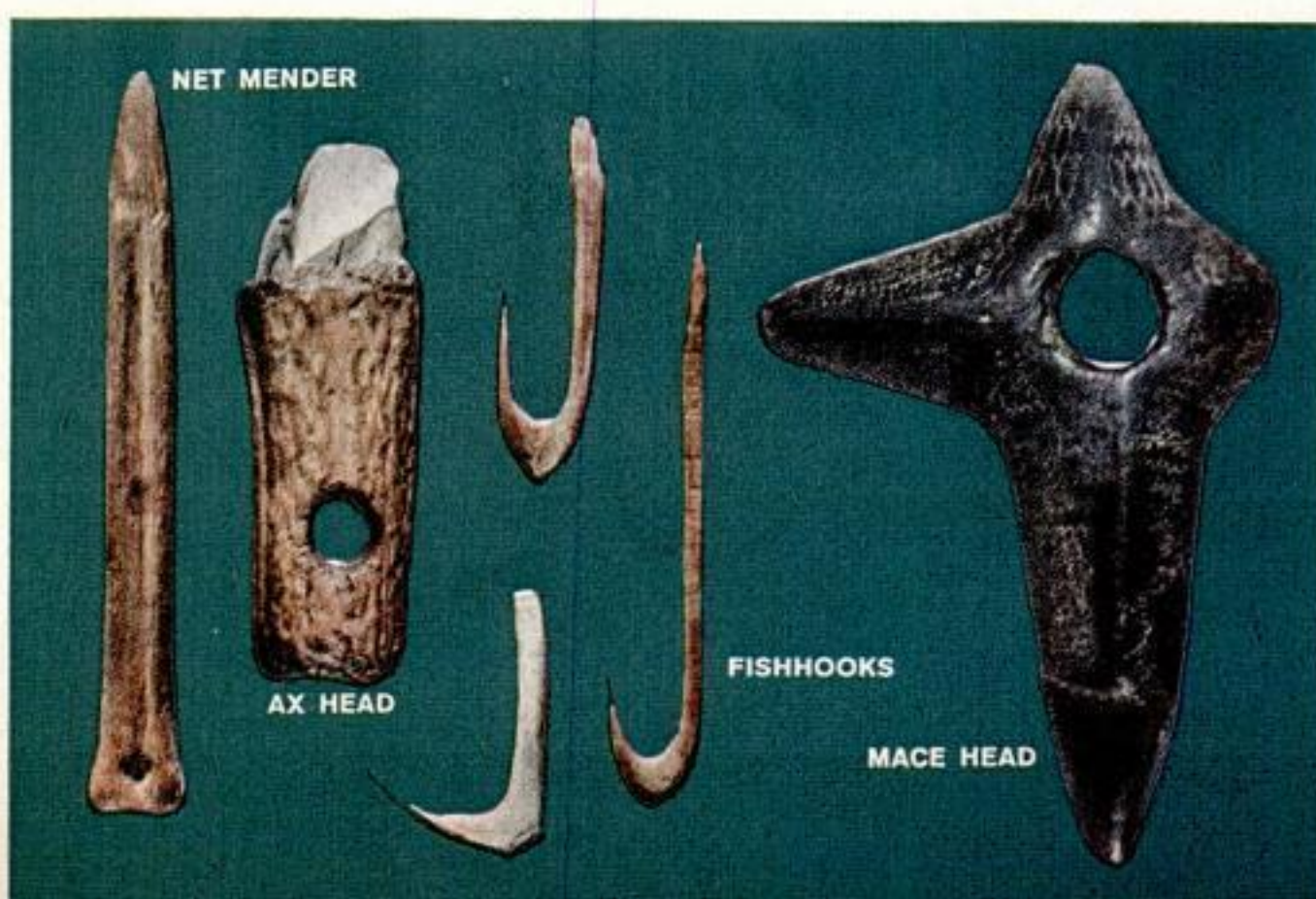




**SUMMER INDUSTRIES** occupy the members of an encampment situated on a low ridge edging a fen in northern Europe. At left young women bring reeds from the marsh to repair the thatched roofs of the huts. Inside a hut another woman

## FISHING AND FOWLING

**A**S the centuries of the Mesolithic flowed past, the European air grew ever warmer—warmer than it is today—and the birch and willow woodlands gave way to forests, first of hazel, pine and alder, then of oak and elm. Around 6,500–5,000 B.C. great areas of what are now the Baltic and North seas consisted of fresh-water marshes alive with the shimmering wings of waterfowl. Among these marshlands and the fringing forests dwelt a broad-headed, tall, powerfully built people (*above*) whose culture,







lays down bark for flooring. In front of the entrance two women clean pike which the man at left hangs out to dry in the wind. In right foreground a boy cracks hazelnuts and a man fashions a fish net out of cord made from plant fiber. In the

background two woodsmen fell trees with hafted stone axes. The first known domesticated dogs in Europe date from this period; their remains indicate that they may have looked somewhat like the two sitting at the feet of the netmaker.

known as Maglemosian (from a Danish word meaning "big bog"), advanced still further the swiftly growing technology of man.

These people were lovers of the water and the woods, who appear to have lived throughout the summer and autumn months inland by the fens, and then when winter came moved down beside the ocean to fish and hunt seal and whale. Dependent as they were on the bounty of sea and marshland, they perfected some of man's most useful implements: the fowling arrow to bring down birds on the wing, the fishhook, the fish net and the leister, a three-pronged fishing spear. Excellent woodsmen, they developed skill in handicrafts, and with their new, efficient

hafted axes (*photograph at left*) they could build huts of branch and bark and could hollow logs to make dugout canoes. There is some evidence that during this epoch man may have discovered how to preserve fish—perhaps by chance exposure to the smoke of smudge fires kept to ward off flies.

The fact that man could harvest natural bounty in one place for six months of the year and know he would not want for fish or fowl, wild seeds, nuts or edible water plants gave him a new security the wandering hunter's way of life could never bring. And as the community stabilized, it continued to grow, expanding now perhaps from kinship into clan—a group of kinship units claiming descent from the same forebear.





and weapons. The man at left is attaching flint microliths to spear shafts with pitch prepared by heating rolls of birch bark over a fire. A woman tends the fire while a girl brings more bark rolls. Another woman (*left*) brings edible roots and

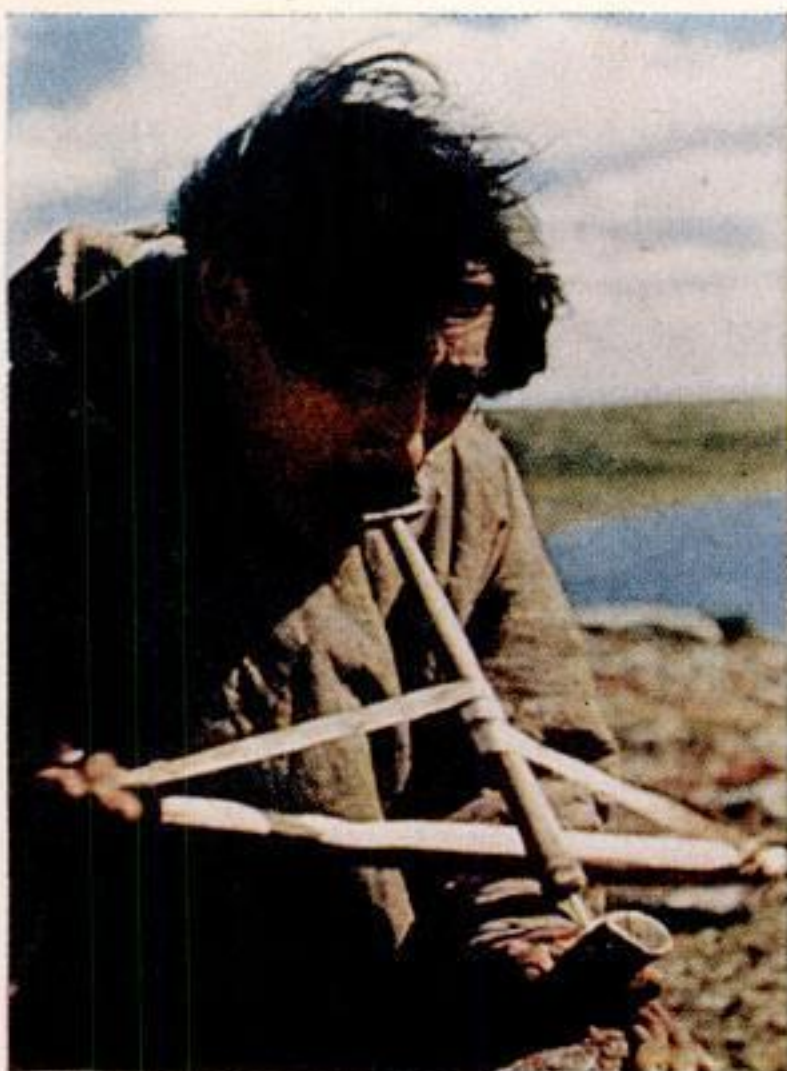
moss for steaming antlers. In the background a man strips birch bark off a tree from which chunks of venison are hanging. At center two hunters, one camouflaged in an antlered headdress, return from the chase with a slain deer and a

beneath a drained field at Star Carr, Yorkshire, England in 1949–51. Here, where an inland lake existed some 10,000 years ago, Mesolithic Man had constructed a kind of stage, 230 yards square, at the water's edge, and on it organized a crude assembly line for the manufacture of tools and weapons of flint and horn (*painting above*). Built of birch and brush, piled layer on layer in the marshy ooze and consolidated with stones and clay, the platform enabled the craftsmen to work surrounded on three sides by water in which they could soak the antlers of red deer and moose to soften them for grooving and incising. From the antlers they fashioned barbed spear points, bodkins, skin scrapers and mattocks—as well as hunters' headdresses, like the one photographed at right. Here too they manufactured microliths, a Mesolithic invention consisting of a small

triangular piece of flint used to barb the heads of spears and arrows (*left*).

The implements made at Star Carr reflected new challenges engendered by the warmer climate. In the earliest epoch of the Mesolithic, fast-growing woods of birch and willow spread to the water's edge. All manner of marsh plants thrived in the brimming lakes and new shrubs wove an underbrush. Man now devised the mattock for digging roots and bulbs, and the hafted ax and adz for cutting trees and working wood. The advent of swift, shy animals of the forest, like deer and wild pig, and the new abundance of birds undoubtedly inspired the invention of the bow and arrow, just as the abundance of water inspired the invention of the boat. No one knows for certain the architecture of man's first watercraft. But the circular skin coracle shown above has had an ancient tradition in





**A CARIBOU ANTLER** is bored with a bow drill in order to make a knife handle. The drill differs from Mesolithic tools in its iron point.



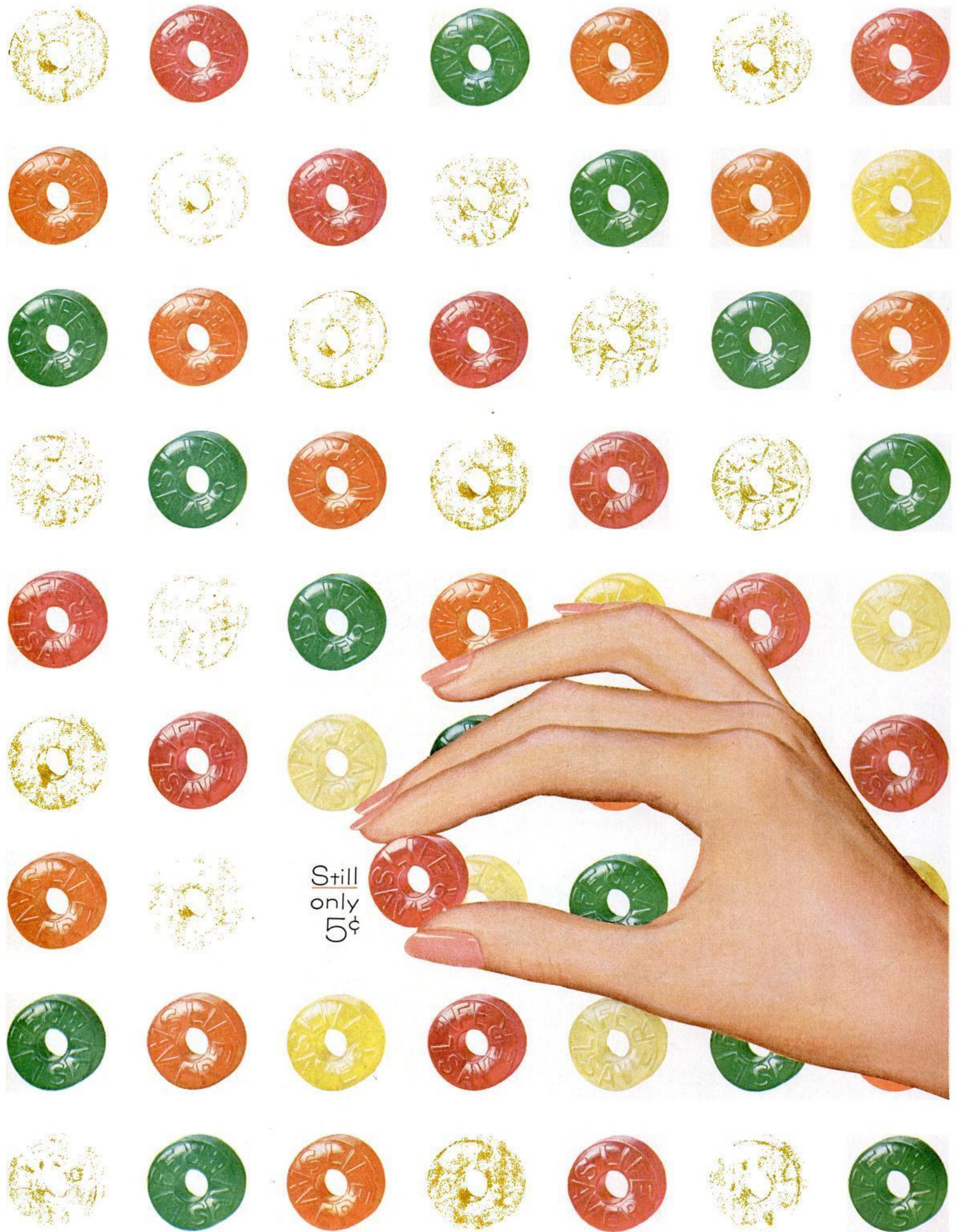
**CARIBOU SINEWS** from the animal's sturdy back are braided together by an Eskimo woman to make a fishline. Short strands of sinews waiting to be incorporated into the line rest on her lap.



**CARIBOU MITTEN** is started from a piece of caribou hide shaved to proper thickness. Chewing has made the hide soft and workable.







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**EATING BERRIES**, a young Eskimo girl pauses while gathering wood to munch handfuls of the only tasty vegetation of the tundra. In midsummer Eskimos augment their year-round meat and fish diet with ripening fruit.

## EPIC OF MAN CONTINUED

As opposed to coastal Eskimos who cling closely to the sea, the Caribou Eskimo makes his abode among the wind-swept inland lakes that spangle the lonely barren lands of central Canada. Like Mesolithic Man he is predominantly a hunter who likes to live beside the edge of water. And like Mesolithic Man he tends to band together in small and self-sustaining groups of families among whom there is no concept of private ownership of land.

But despite these analogies, there are also differences. For where ancient Mesolithic hunters exploited the temperate forests of Europe, stalking the shy, solitary deer with bow and arrow, the inland Eskimos primarily pursue the caribou whose multitudinous migrant herds traverse the tundra. Where the warmer climate of the European Mesolithic produced an abundance of nutritious nuts, fruit, seeds and wild grain, the Eskimos find no edible plants save berries. They derive additional vegetable sustenance by eating the stomach contents of caribou—homogenized and rich in vitamins. Such dissimilarities derive from the difference between the benign environment of Mesolithic Europe and the harsh climate which shapes the lives and culture of the Caribou Eskimos today. In basic outline the social and economic patterns of the Eskimos—particularly the southernmost tribesmen, who live closest to the tree line—and Mesolithic Man run strikingly parallel.

No one can say for certain when Eskimos first appeared in America. It is believed that during European Mesolithic times the only inhabitants of the Western Hemisphere were a generalized Mongoloid people,

**CONTINUED**



**A CARIBOU SCARECROW**, made from a piece of rock and mossy sod, has been rigged by an Eskimo who waits beside it for his prey. Lines of such scarecrows funnel migrating caribou to lake crossings where hunters lie in ambush.

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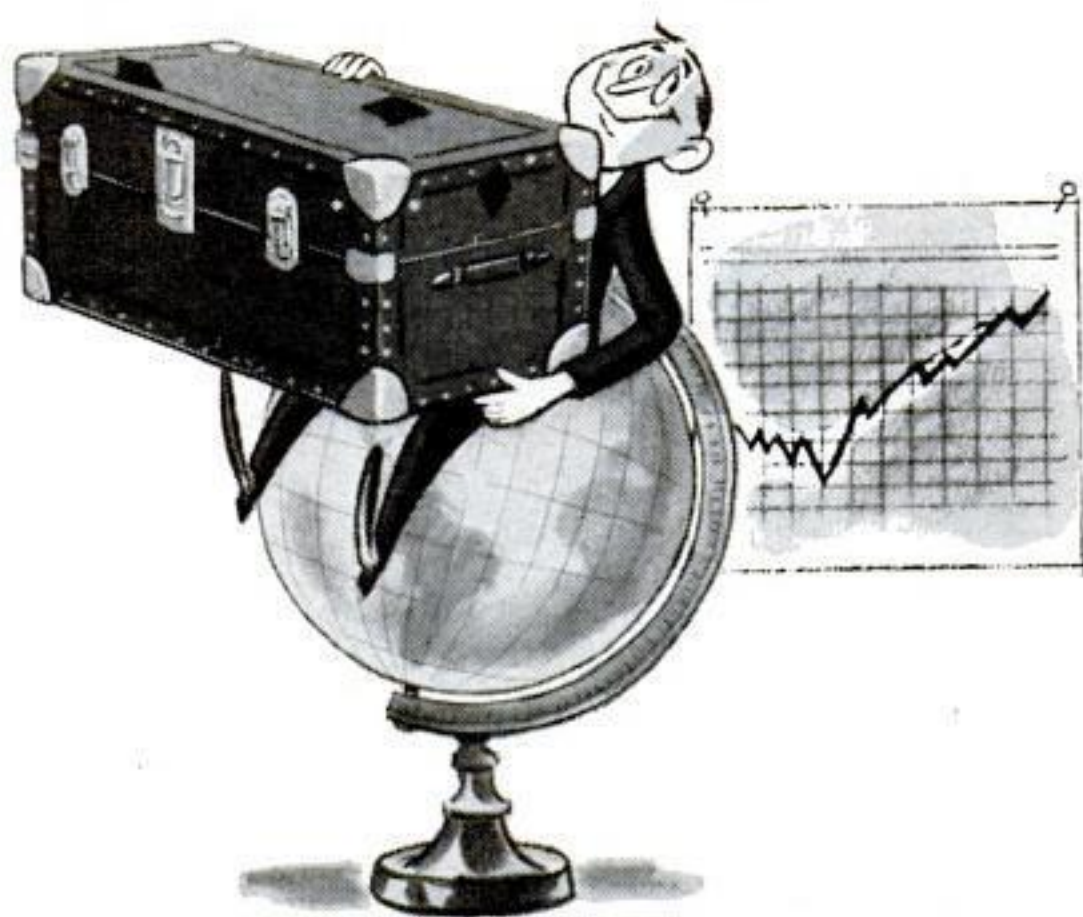
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**DRY LAND PADDLING** is practiced by Eskimo boy atop a rock on the lake shore. Handling a kayak is a difficult art and long practice precedes the day when the Eskimo teen-ager may own his kayak and guide it into deep waters.

### EPIC OF MAN CONTINUED

resembling modern American Indians, who very likely had crossed the Bering Strait much earlier—when a land bridge connected Siberia with the Alaskan peninsula. The Eskimo, who differs physically from the Indian, is believed to have followed these first pioneers across the strait in several waves possibly from as early as 1500 B.C. to, according to some anthropologists, as late as the time of Christ. Culturally, Caribou Eskimos diverge from the Greenland, Alaskan and other Canadian Eskimos—who subsist on sea animals like walrus, polar bear and seal—in their dependence on the caribou and in their adaptation to the demands of inland life. Their differing economies have resulted, consequently, in different hunting tools and techniques, differences in clothing, shelter, religion and folklore. Because of their isolation, deep in the inhospitable tundra, hundreds of miles from the nearest railhead, they have not been as deeply affected as the coastal Eskimos have by proximity to civilization. It is only since 1949 that the Caribou Eskimos have had any sustained contact with the outside world, and have begun regularly to trade pelts for such items as rifles, ammunition, tobacco and tea. Otherwise their way of life has remained virtually unaltered since its initial development in some unknown corner of the world in prehistoric times.

Although he hunts wolves and wolverines, as pests and for pelts, and traps white fox for trading purposes, the inland Eskimo's main source of livelihood is the caribou. Indeed it is the center of his existence and very *raison d'être*. His food, his clothing, his tent, his tools, his weapons, his children's toys, all flow from this one fecund and beneficent beast. In addition to fulfilling his material needs, the caribou is the Eskimo's constant topic of conversation, the subject of his folk songs and drum dances, the focus of many of his religious and social taboos.

Several times each year the migrating caribou cross the Eskimo's hunting grounds, thousand on thousand, pursuing trails between the tree line to the south and the shores of the Arctic Sea. Today the well-equipped Eskimo hunter kills many caribou, stalking them by foot in summer and chasing them by dog sled in winter, with a rifle. But since the ammunition supply is limited, he still resorts to the age-old method of spearing his quarry while they swim across one of the tundra's innumerable lakes. Although caribou are extraordinarily swift and agile in the water, the Eskimo's unique invention, the kayak, can generally overtake them. The skilled hunter then thrusts his spear into the lung cavity or the heart. Both spear and kayak are derived in part from the caribou itself. The spear consists of a wooden shaft, about seven feet long, to which is attached a short foreshaft of antler with a steel barb. The kayak is composed, architecturally, of a wooden frame over which five hairless, well-tanned caribou skins have been sewn.

When caribou meat is available the Eskimos eat nothing else, consuming virtually the entire animal: heart, tongue, liver, kidneys, brain, eyes, marrow and fat, which is eaten separately like candy. But in midwinter and early summer, when the herds are ranging far afield to north and south, the Eskimos turn to fish and fowl. The tundra lakes teem with trout, pike and other fish, which they take by the

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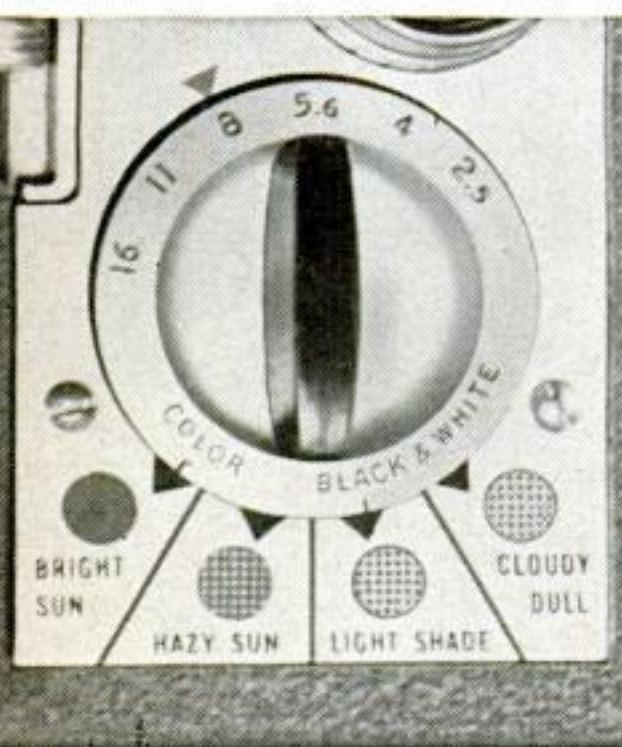


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**A YOUNG ARCHER**, using an antler bow strung with a sinew cord, shoots a wooden arrow into the air. This is a toy weapon used by children, but only slightly better bows and arrows are used by adult hunters to bring down birds.

## EPIC OF MAN CONTINUED

Mesolithic angler's basic method: line, net and three-pronged spear or leister. The wild fowl which briefly inhabit the summer tundra—ptarmigan, geese and ducks—succumb to slingshots, snares and bow and arrow. In midsummer, to augment their protein diet, the Eskimos eat wild blueberries, gathering them by handfuls.

Like Mesolithic Man the Caribou Eskimos have a rudimentary tribal organization. Their social structure is simple: several families, each one living in its pyramidal tent of caribou skins, compose a camp. But the grouping is temporary. Since food is largely communal and no one owns land, there is no economic hierarchy; and since everyone has the same background and "education" there is no basis for social status other than that created by reverence for age, wisdom or skill as a hunter-fisherman. There are no tribal chieftains but the wisest hunter often is a "head man," and the magic healer, or shaman (LIFE, Dec. 12), may exert a kind of dominance through fear. Social goodwill is more important to the individual than private possessions. Ostracism—banishment from the community—is the greatest punishment, prescribed for grave crimes such as murder. Labor is divided between the sexes, as in Mesolithic times. The man hunts, fishes, works in bone, antler and wood. The woman pitches tents, tends the fire, collects berries, cooks, sews, gathers wood and prepares skins and meat for drying. Yet there are no hard and fast differentiations. On occasion the man may sew and cook; the woman may shoot caribou.

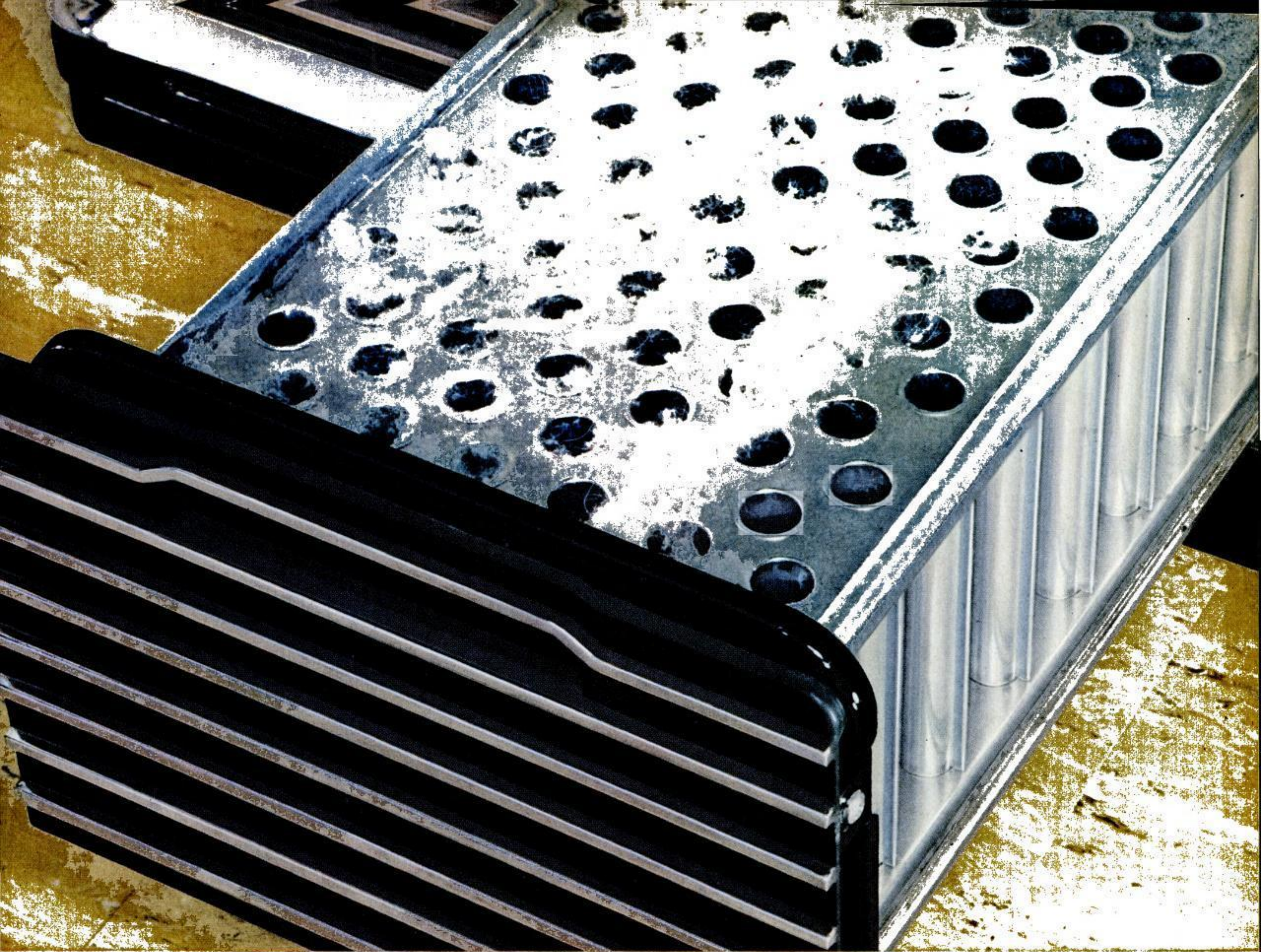
Marriages can be contracted by parents for their children at an early age. But such betrothals are not necessarily final or permanent. Polygamy is practiced. Eskimos not only exchange wives among their friends but offer them to white men in return for tobacco, tea and other gifts. Perhaps the most striking feature of Eskimo family life, however, is the attitude toward children, who are pampered beyond any heights of affection commonly observed in Western society. Nothing is denied them. If they cry, all activities are discontinued until they are solaced. If they want something it is given to them. They are never scolded or punished, no matter what the offense. The love of the Eskimos for their children is so intense that observers, speculating on its psychological basis, have

CONTINUED

## DISCUSSION OUTLINES

For educators and adult discussion groups, LIFE is preparing a discussion outline on each chapter of "The Epic of Man." To order at cost (\$1 for complete set covering whole series; 15 or more sets at the rate of 15 for \$10), write TIME INC. Educational Services, Room 1430, 9 Rockefeller Plaza, New York 20, N.Y.





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Hot from the oven . . . hickory-fragrant and clove-y . . . polka-dotted with melting bubbles of brown sugar—Oh, a Rath Black Hawk Daintee is something to warm the cockles of your heart!

Grandma called it a “good, thrifty, smoked pork butt”. We say, more elegantly, a Daintee. But it’s still that 1 to 3 pound gem of boneless, corn-fed goodness into such juicy, such tender slices. Great eating on a cold night!

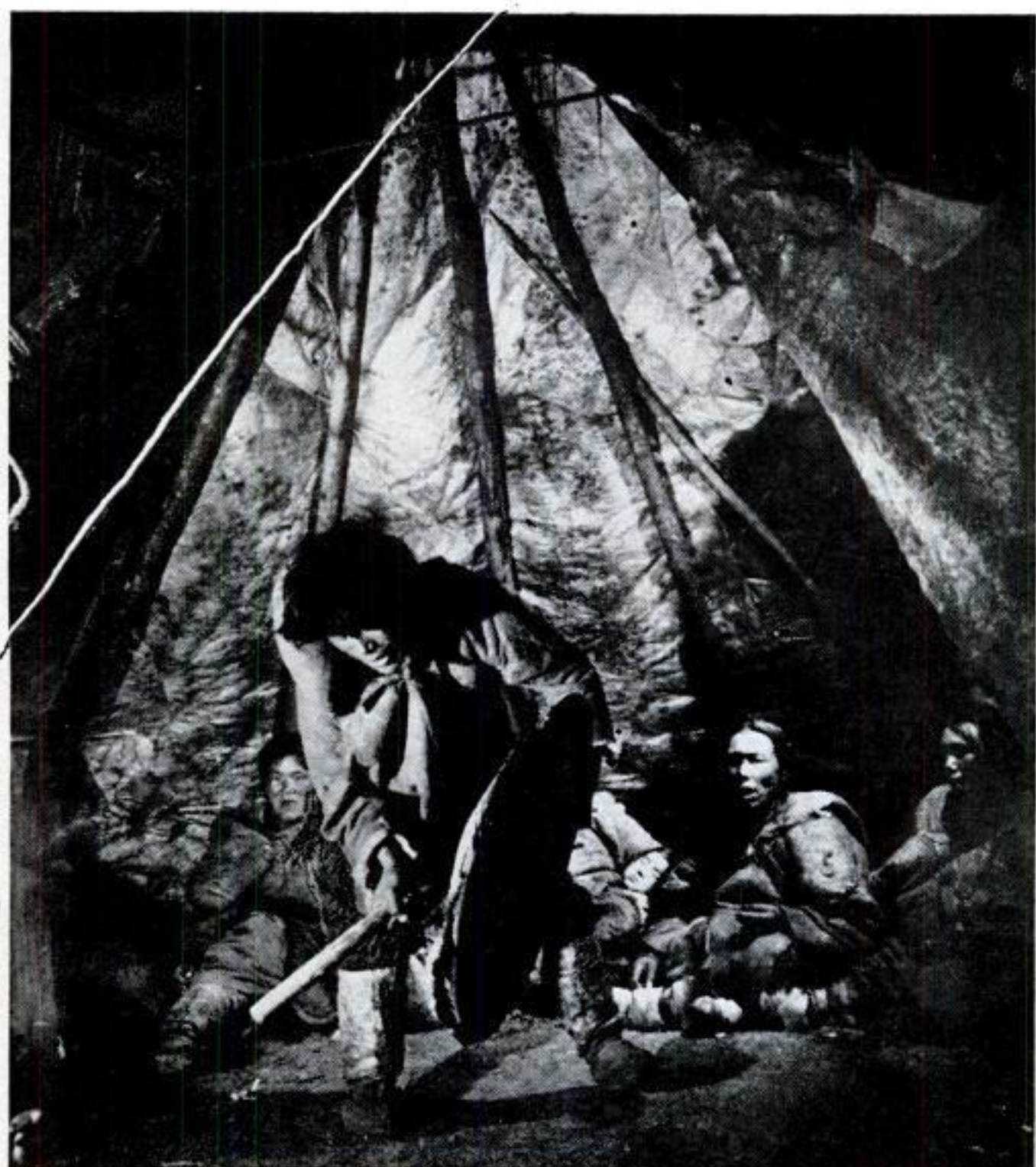
# Rath Black Hawk Meats

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**A DRUM DANCE**, held within a caribou-skin tent, combines the elements of religion and entertainment. Here a young hunter pounds a caribou-skin drum with a spruce baton, while behind him women chant an accompaniment.

## EPIC OF MAN CONTINUED

concluded that it must derive from their high rate of infant mortality.

Generous and improvident, the Caribou Eskimo lives essentially in the present tense. Bequeathed a pound of tea, or a temporary opulence of caribou meat, he will consume it today and starve tomorrow. Though he knows how to preserve meat, and though the tundra is a natural deep freeze where food stores may be refrigerated for years with little effort, the Eskimo seldom if ever contemplates the possibility of lean times ahead. In this respect he is a modern Mesolithic Man—the harvester of wild bounty, the consumer of temporary abundance. He is aware of recurring seasonal events like the migrations of animals and birds and the annual jewelizing of the soil with lush berries but, lacking a concept of time, he is unwilling or unable to take present action for future needs. It was not until the Neolithic period that man became truly aware of physical cause and effect and began not only to exploit the natural world but to mold it to his personal ends.

## ACKNOWLEDGMENTS

LIFE is indebted to the following scientists and institutions for assistance in the preparation of this chapter of "The Epic of Man": Dr. J. G. D. Clark, Cambridge University; Dr. Hallam Movius, Harvard University; Dr. Carleton S. Coon, University of Pennsylvania; F. C. Fraser, British Museum of Natural History; Donald Carter and Dr. Dean Amadon, American Museum of Natural History; Dr. Leonard Schultz, Smithsonian Institution; Dr. Jean Mayer, Harvard School of Public Health; Bent Sivertz, Colonel Graham Rowley, William Kerr and Geert van den Steenhoven, Department of Northern Affairs and Natural Resources, Canada; Air Vice Marshal Albert de Niverville, Walter D. Taylor and Earl D. Pickell, Department of Transport, Air Services Branch, Canada; Danish National Museum, Copenhagen; Gothenburg Museum; Historical Museum, Lund University; National Museum, Helsingfors; New York Botanical Garden; Brooklyn Botanic Garden.

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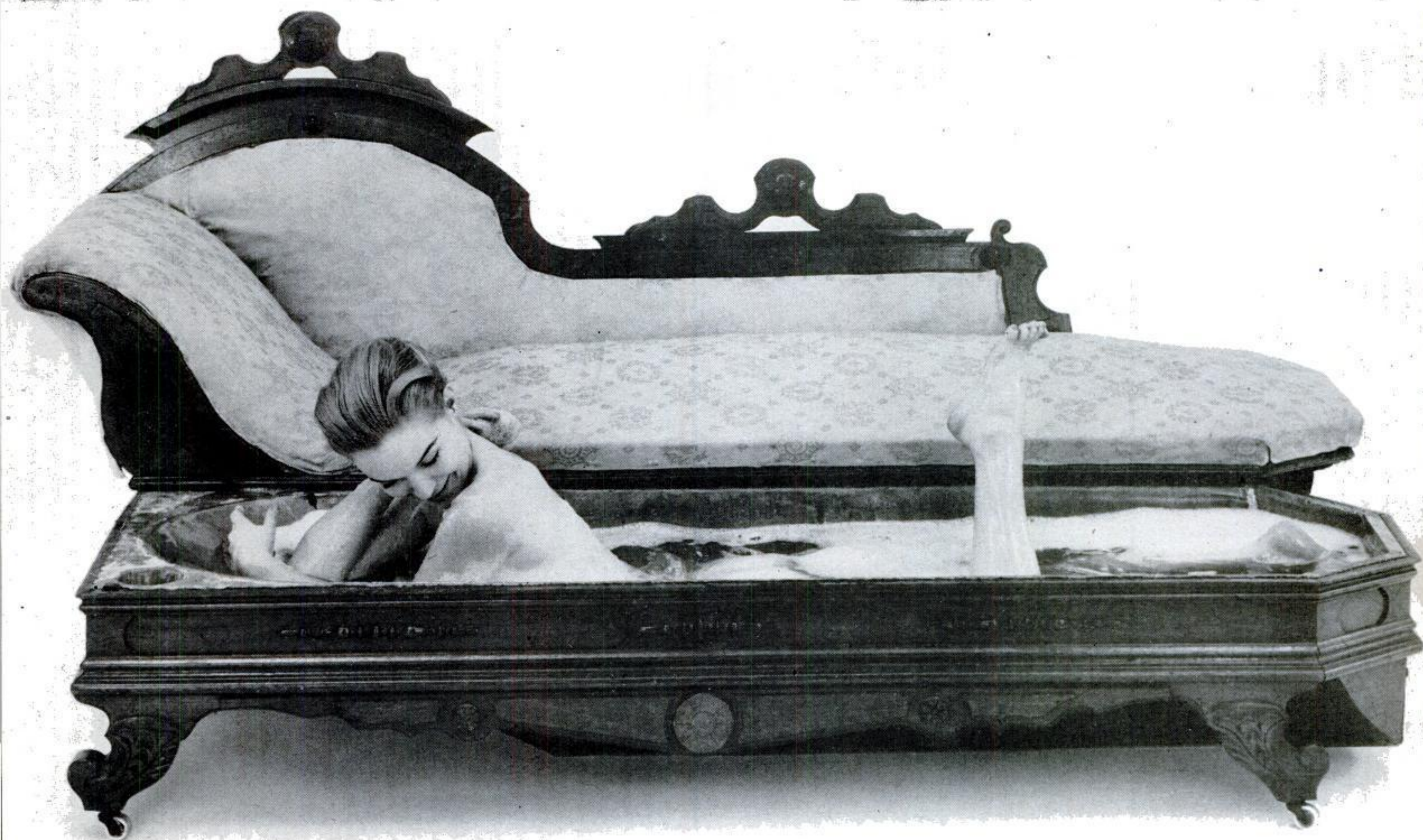


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# A TREASURY OF OLD TUBBERY



SOFA-BATHTUB COMBINATION IN ORNATE WALNUT AND GOLD BROCADE WAS SOLD IN U.S. IN 1880s. THE TOP LIFTED OFF TO REVEAL A FULL-LENGTH TUB

## DISPLAY COVERS 23 CENTURIES OF MAN'S PURSUIT OF CLEANLINESS

The gaudy splendor of the U.S. bathroom, with its pool-sized tubs and glass-doored showers, has long caused awe and amusement among foreign visitors. Recently The Cleanliness Bureau, an organization backed by U.S. soapmakers, set out to learn how the cult of cleanliness had developed. They learned plenty.

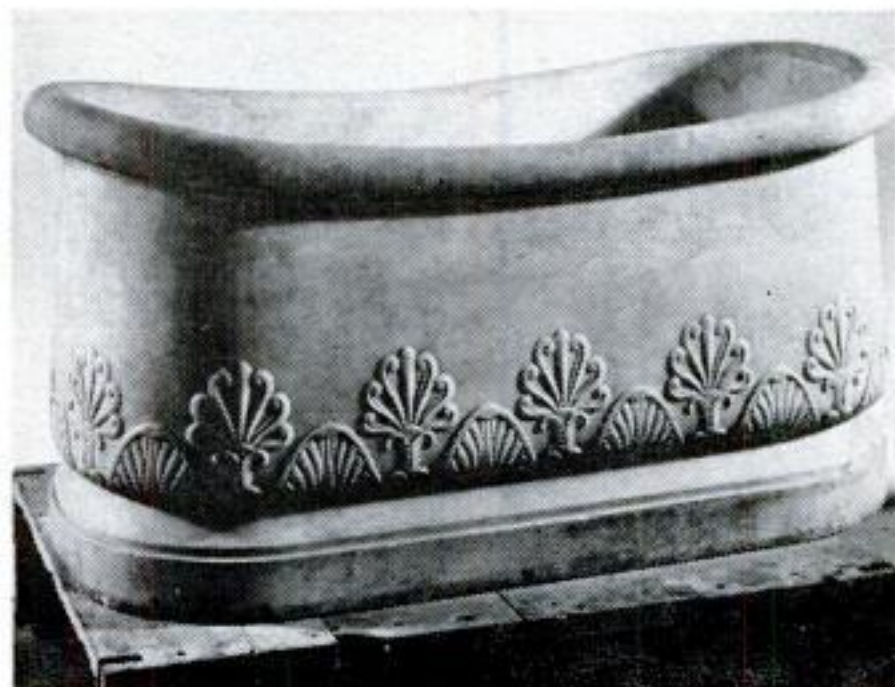
The Scythians were lolling in steam baths in 500 B.C., years before Archimedes found truth in a tub. The Romans, who raised laving to a level unsurpassed until now, devised portable baths for their legions. The empire went into a decline soon after—an apparent cause and effect which gave bathing a bad name for some time.

It soon returned to favor, however, so much so that among the Arabs anyone who bathed regularly was exempt from income taxes.

Over the years man's ingenuity has produced an array of devices to enhance the business of bathing. The first convertible sofa changed not into a bed but into the bathtub in which the young lady above is merrily splashing. Designed for use when few homes had specific bathrooms, the sofa-baths were advertised as "the common sense invention of the age." Below and on the next page is further sampling of the historical hygienery which the bureau displayed at a soapmakers' convention in New York last month.



LAVATORY LIONS decorated early 19th Century French or Italian tub, of zinc with plaster shell.

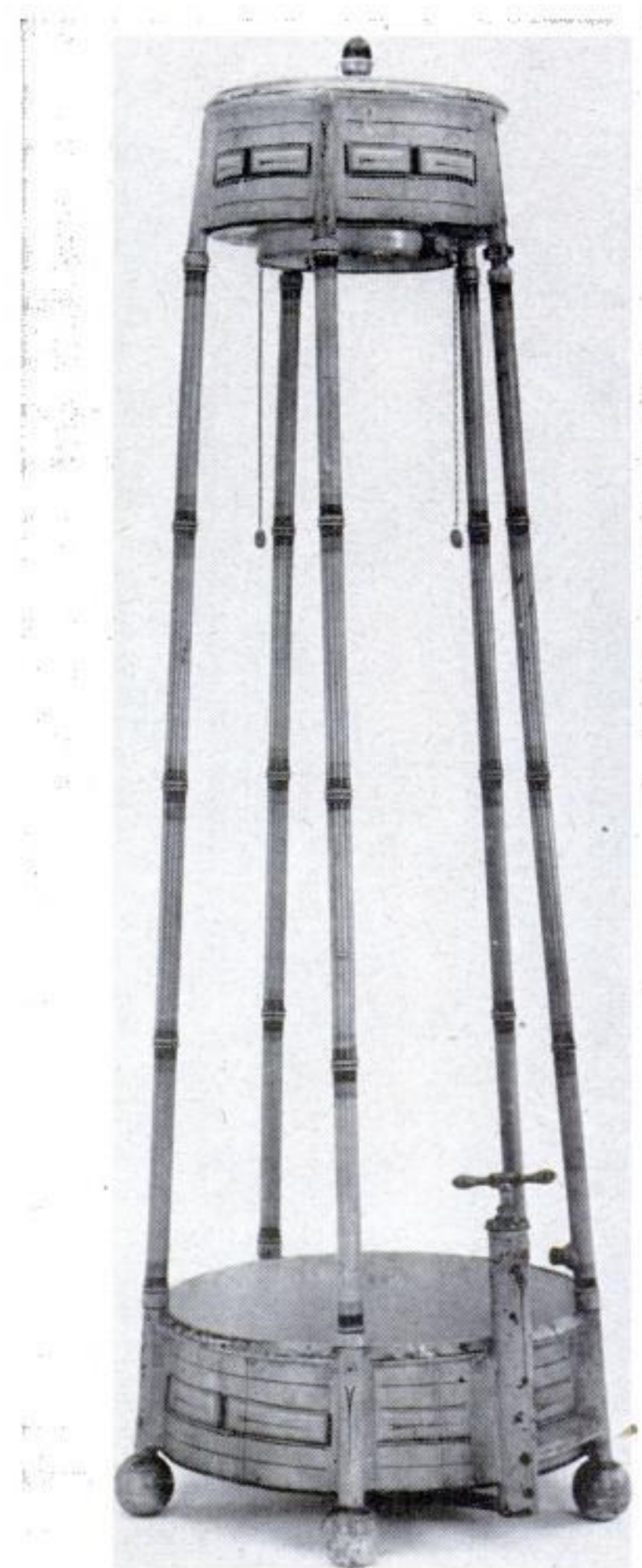
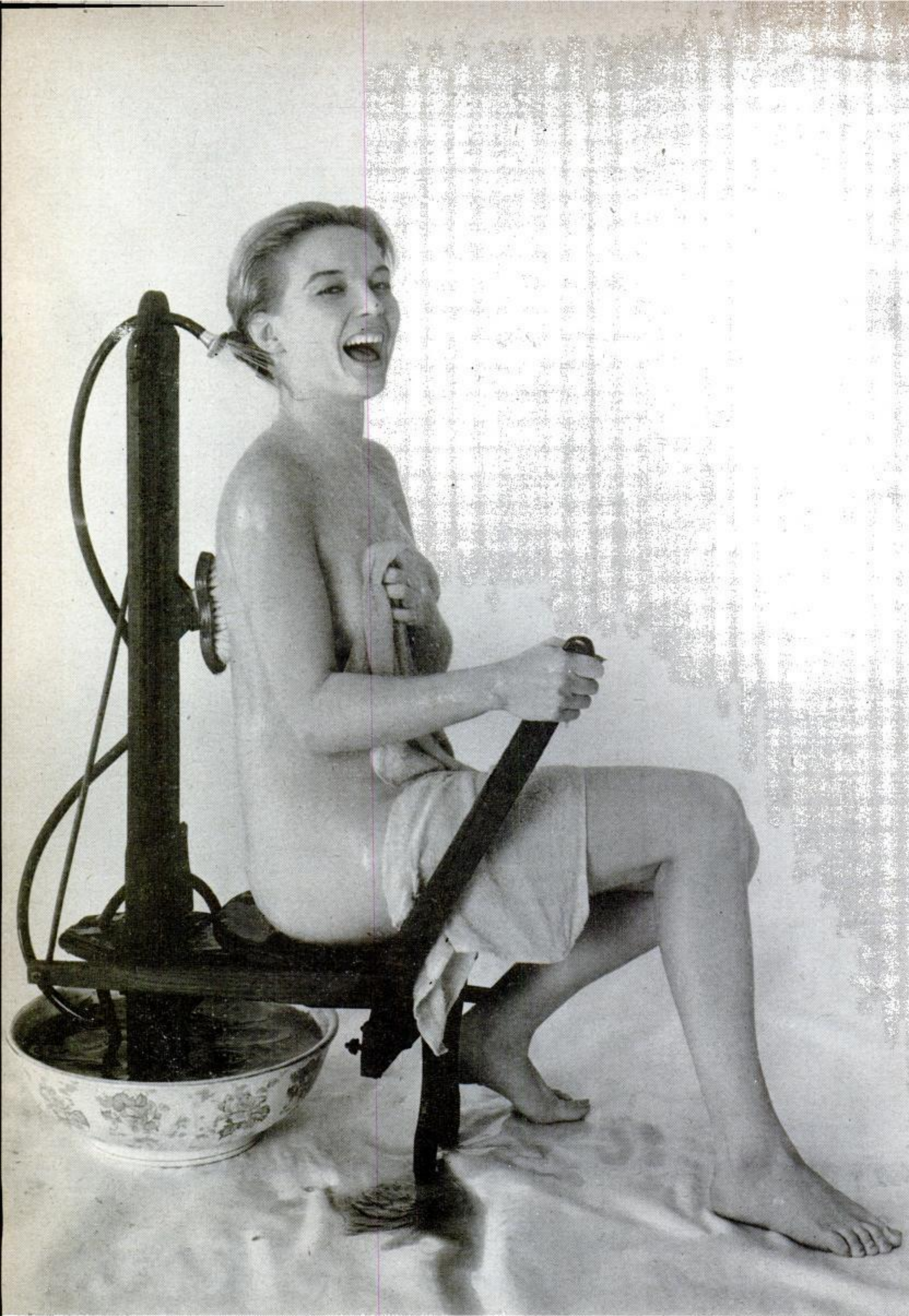


ROMAN TUB, of marble, is earliest known portable model, used from Fourth to First Century B.C.



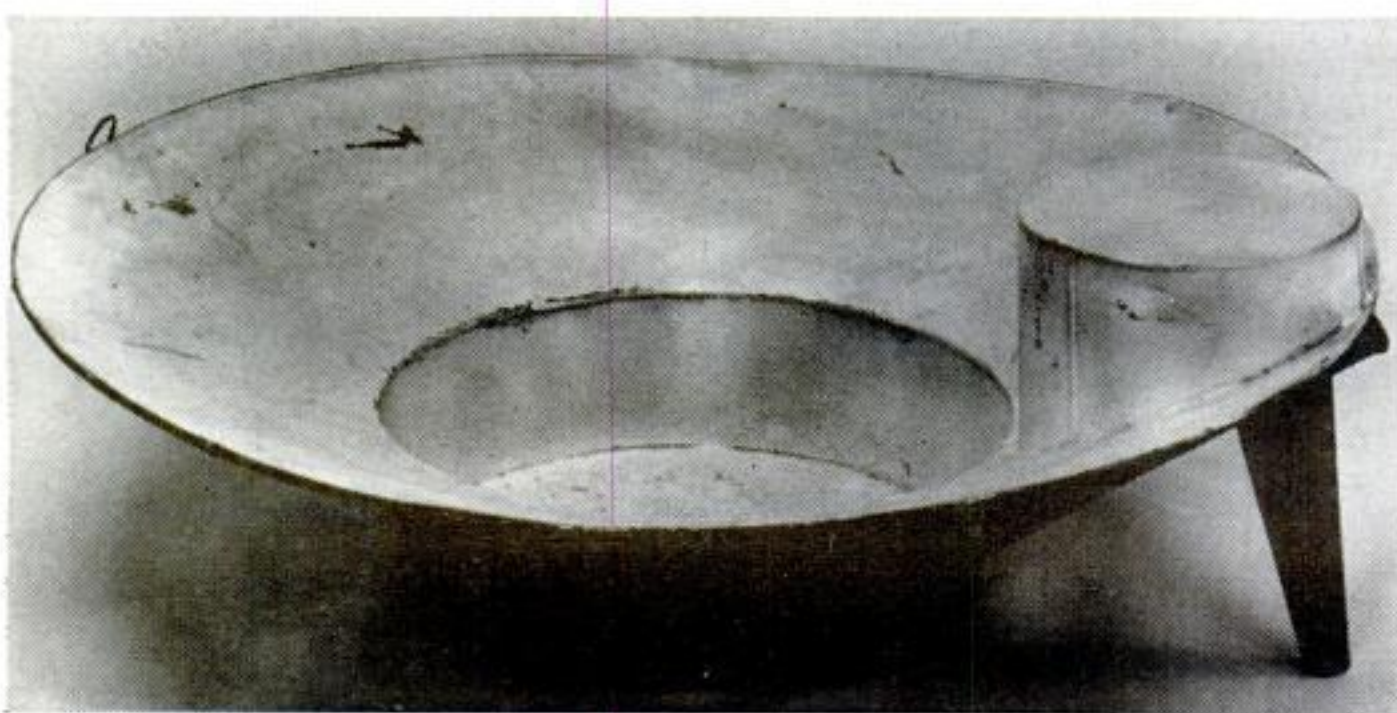
CAST-IRON CUPIDS cavort on this heavy oak-rimmed tub built in Victorian period, about 1890.





**REGENCY SHOWER** 12 feet high was a fancy bathing apparatus in England around 1810. Pump lifted water from tank at bottom through pipe to top tank. Water could be used over and over again.

**SEAT SHOWER** was used in Virginia in 1830s. As bather works pump, water from ornate bowl at bottom splashes over her and the brush briskly scours her back. Device was ingenious but messy.



**U.S. "HAT TUB,"** which was in use about 1850, looked like an overturned bonnet. The bather sat on stool in rim at right and dangled his feet in the basin.

**FRENCH CRADLE TUB** dates from Louis XVI period, around 1780. Of gilded wood with metal basin, it hung a yard from floor. Tub tilted down so bather could nestle inside, rest feet atop column.







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Melt-in-your-mouth tender! You get a perfect angel food cake every time--higher, lighter, better-tasting than you could bake with any complicated cross-your-fingers 13-egg recipe. Of course, the whites of 13 farm-fresh eggs

are right in the Betty Crocker Angel Food Mix package. And this is one angel food that you don't even have to sift! It's a wonderfully easy way to win yourself the nicest compliments!

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\*PERFECT? Yes, we DO mean perfect. If a cake you bake with a Betty Crocker Cake Mix is less than perfect, it's not a Betty Crocker cake.





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Such a pretty party cake! A festive cake! Our newest pride and joy: Betty Crocker Confetti Angel Food Mix! Right in the mix are colorful little morsels of sweetness. The whites of 13

farm-fresh eggs, too, so your cake bakes up every inch as high and light as you always can count on with our regular Betty Crocker Angel Food Mix. Try it soon, won't you?

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**You know** how your spirits lift when the sun breaks through on a cloudy day? That's how you feel after a cup of Lipton Tea.

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What's the reason? Lipton's *brisk* flavor! It makes Lipton richer, more satisfying than other teas... livelier, cleaner-tasting than other beverages.

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**GET THE RIGHT KIND OF LIFT—DRINK BRISK LIPTON TEA!**





SLUMPED IN A CHAIR, EDWARD G. ROBINSON AS A LONELY WIDOWER WONDERS WHETHER HE SHOULD RESIGN HIMSELF TO OLD AGE AND REJECT YOUNG LOVE

## THE RETURN OF ROBINSON

**Back on Broadway, the movie gangster triumphs as a lonely and lovelorn widower**

Edward G. Robinson gained so much renown as a snarling movie gangster that most people forget what a fine and versatile actor he really is. This month, after 25 years in Hollywood, he has returned to the Broadway theater where his career began (p. 102) and, without a cop on his trail or a gat on his hip, gives a touching performance as a lovelorn widower. In *Middle of the Night*, Robinson is designated as "The Manufacturer," a 53-year-old New Yorker who falls deeply in love with "The Girl," aged 24. A sensible family man who lives quietly with his spinster

sister, The Manufacturer torments himself with doubt and tempers his passion with caution before he decides whether he can bridge the years and marry The Girl.

The first stage play by Paddy Chayefsky, a talented television writer whose *Marty* was made into a memorable, prizewinning movie, *Middle of the Night* is long on human understanding and a little short on content. But forcefully directed by Producer Joshua Logan and given stature by Robinson's acting, it adds up to a rewarding display of theatrical skill.



# How to remove WINTERTIME DANDRUFF

with just one shampoo!



ONE SHAMPOO with Fitch removes ugly dandruff flakes, even in winter when dandruff is worse!

## BRIGHTEN YOUR HAIR UP TO 35% at the same time!



NEW, Milder Fitch is so gentle, you can use it every shampoo—not just to remove dandruff!

### Only FITCH guarantees dandruff-free, brighter hair...or money back!

These winter days embarrassing dandruff is at its worst. Dry, overheated rooms make your scalp flake off more. Tight-fitting hats may interfere with circulation. Glands are also overactive.

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Also available in Canada!



## RETURN OF ROBINSON CONTINUED



THE GIRL (Gena Rowlands) after a quarrel with her husband tells her mother (June Walker) how unhappy she

is in her marriage. Her husband is a young musician who leaves her in New York while he plays out-of-town dates.



THE MANUFACTURER visits Girl, who has a job in his office, hears of her marital misery, falls in love.



THE HUSBAND (Lee Philips) returns to his wife, who repulses him and begs for a divorce so she can remarry.



THE SHOWDOWN comes in Manufacturer's home when daughter (Ann Jackson, left) and his sister implore

him not to marry a girl half his age. Defended by son-in-law, he decides that love will make the marriage succeed.

CONTINUED



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...World's Fastest Navy Fighter

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Air Navy pilots *live* the challenge of high adventure. They are pioneering men who meet the challenge of the sky *more* than halfway. They are dedicated men with great responsibility... modern *Crusaders* well trained for mastery of the skies above the seas. Private money can't buy their training...but the Navy *gives* it to those who qualify. More than \$70,000 worth of unmatched executive training fits each Air Navy pilot for command of a supersonic jet. When a man graduates, he's well equipped for his task. He's ready to bear responsibility and authority. He's ready to make split-second decisions. He's learned to live

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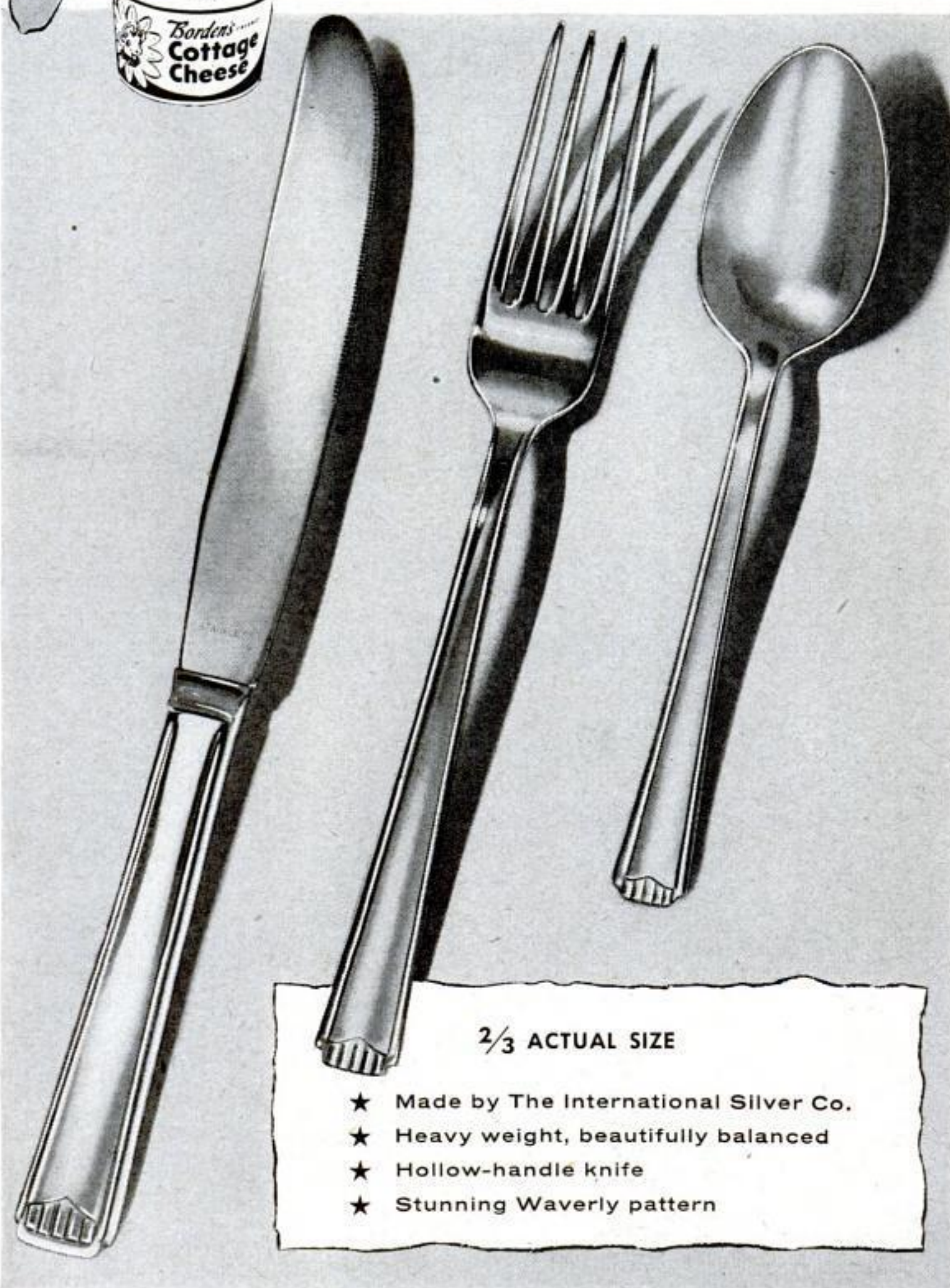
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Imagine . . . the same superbly designed stainless steel set that sells in stores for up to \$2.50. Rustproof, tarnishproof, hand-finished and polished. Yet Borden's Cottage Cheese brings you these three pieces for only \$1.00.

Here's all you do! Save the parchment or lid from any size carton of

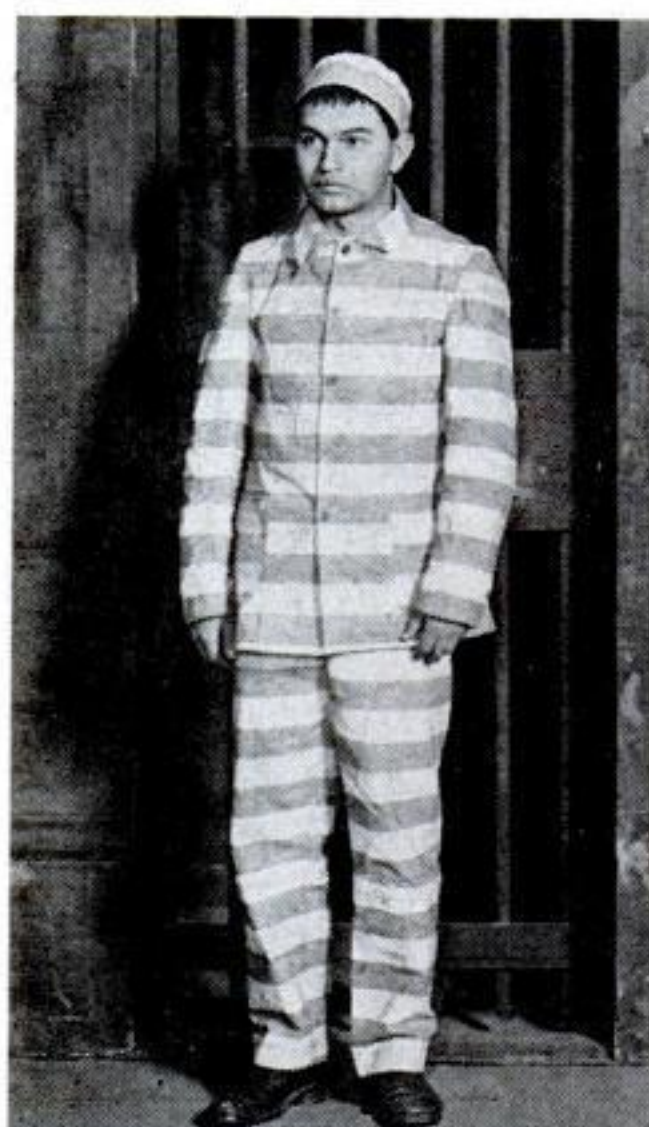
Borden's Cottage Cheese. Fill in your name, address and mail with \$1.00 to Elsie — Box 111, Wallingford, Connecticut.

Order as many sets of International Stainless ware as you like. But be sure to enclose \$1.00 and a parchment or lid for *each* set. And hurry. Offer is for limited time only.

Offer good only in USA . . . Void in states that prohibit, regulate,  
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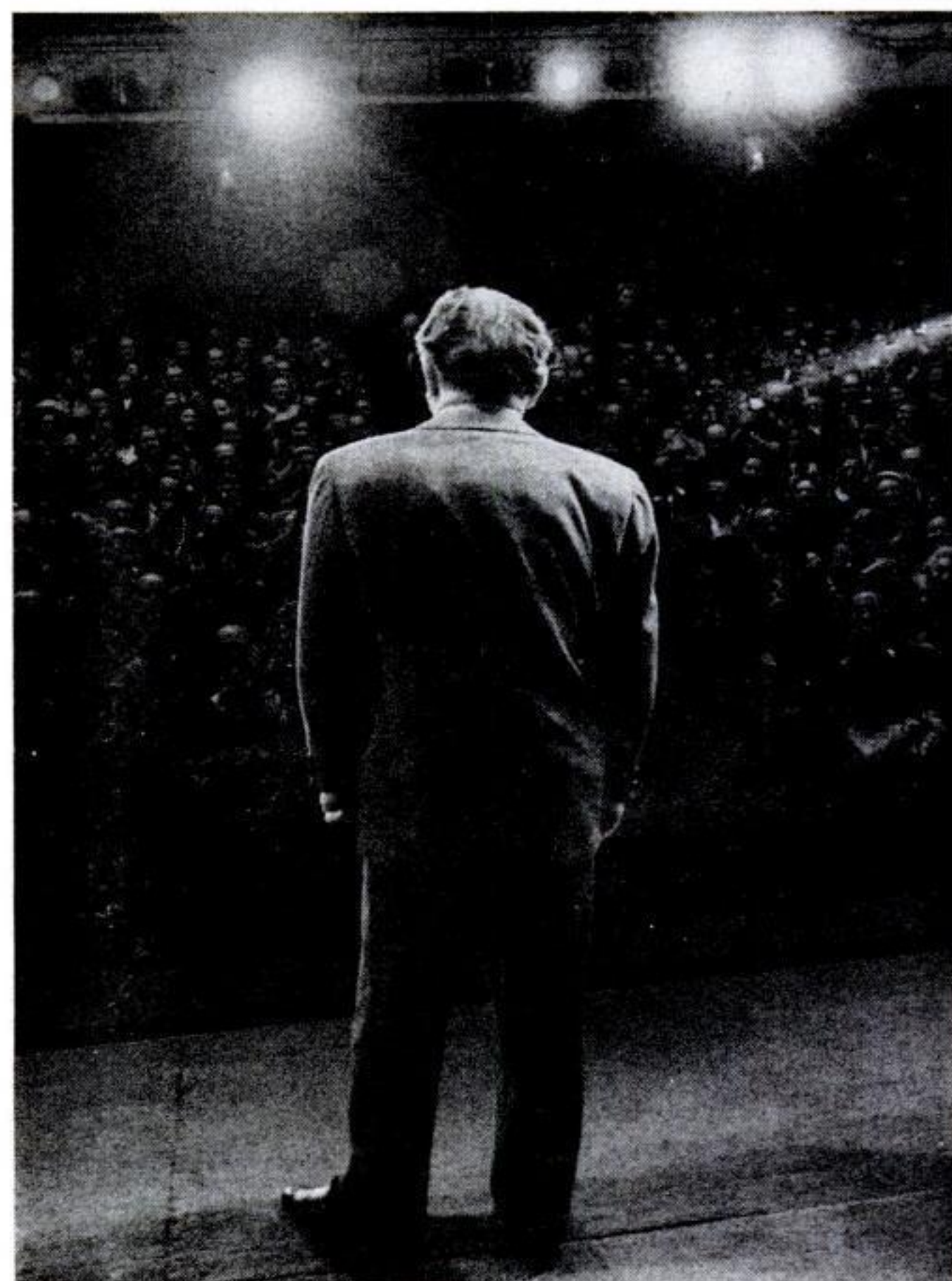
## RETURN OF ROBINSON CONTINUED



**EARLY STAGE ROLES** had Robinson in his first brush with the law as a convict in *Under Sentence* (1916) and as Italian noble in *The Firebrand* (1924).

## LOWBROW, Highbrow

When he was last on Broadway, Edward G. Robinson was marked as a man for highbrow plays. He acted in Ibsen, Shaw, sophisticated comedies and a dramatization of Dostoevski. But Hollywood was most impressed by his possibilities as a menace and in 1929 signed him up for a whole series of racketeer roles. He descended into the movie underworld and his triumph in *Little Caesar* kept him mostly outside the law for a quarter of a century. A cultured gentleman with a speaking knowledge of 10 languages and a first-class collection of modern art, Robinson is pleased now to have a vacation from low life, and, judging by his nightly ovations on Broadway, his audiences are equally pleased.



**AT CURTAIN CALL** after every performance he receives thunderous applause. Critics called him "superb and moving," "beautifully controlled."





*"You never run out of fresh ideas  
with Borden's Cottage Cheese"*

says Elsie, the Borden Cow.

"Elmer says this cottage cheese potato salad is pretty enough to paint. And *do* look how easy it is to make."

#### **COTTAGE CHEESE POTATO SALAD**

(Makes 6 to 8 servings)

6-8 medium-sized potatoes; boiled, cooled, peeled and sliced  
 1½ cups chopped celery • 1 medium-sized onion, finely chopped  
 1 tablespoon chopped pimiento • 1 tablespoon vinegar  
 1 tablespoon salad oil • 1½ teaspoons salt  
 ⅛ teaspoon pepper • 1 cup mayonnaise  
 1 (1-pound) container Borden's Cottage Cheese

Combine first eight ingredients, mix well. Chill. Before serving blend well with mayonnaise and cottage cheese.

"My creamy cottage cheese is delicious in hearty sandwiches. It makes wonderful hot casseroles, too, and dreamy-light cheese cake. And remember, it's chock full of rich protein nourishment! Pick up a container soon."

See package for valuable  
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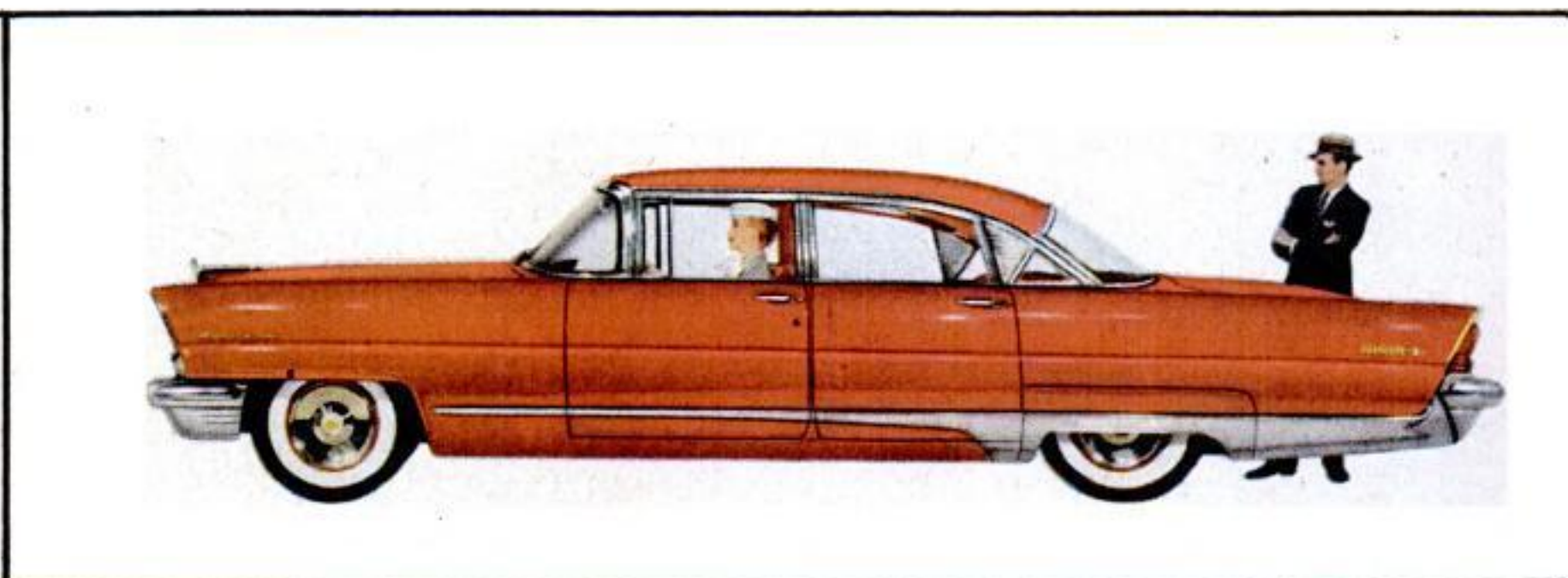
They say this is the longest Lincoln ever—and you can see it!



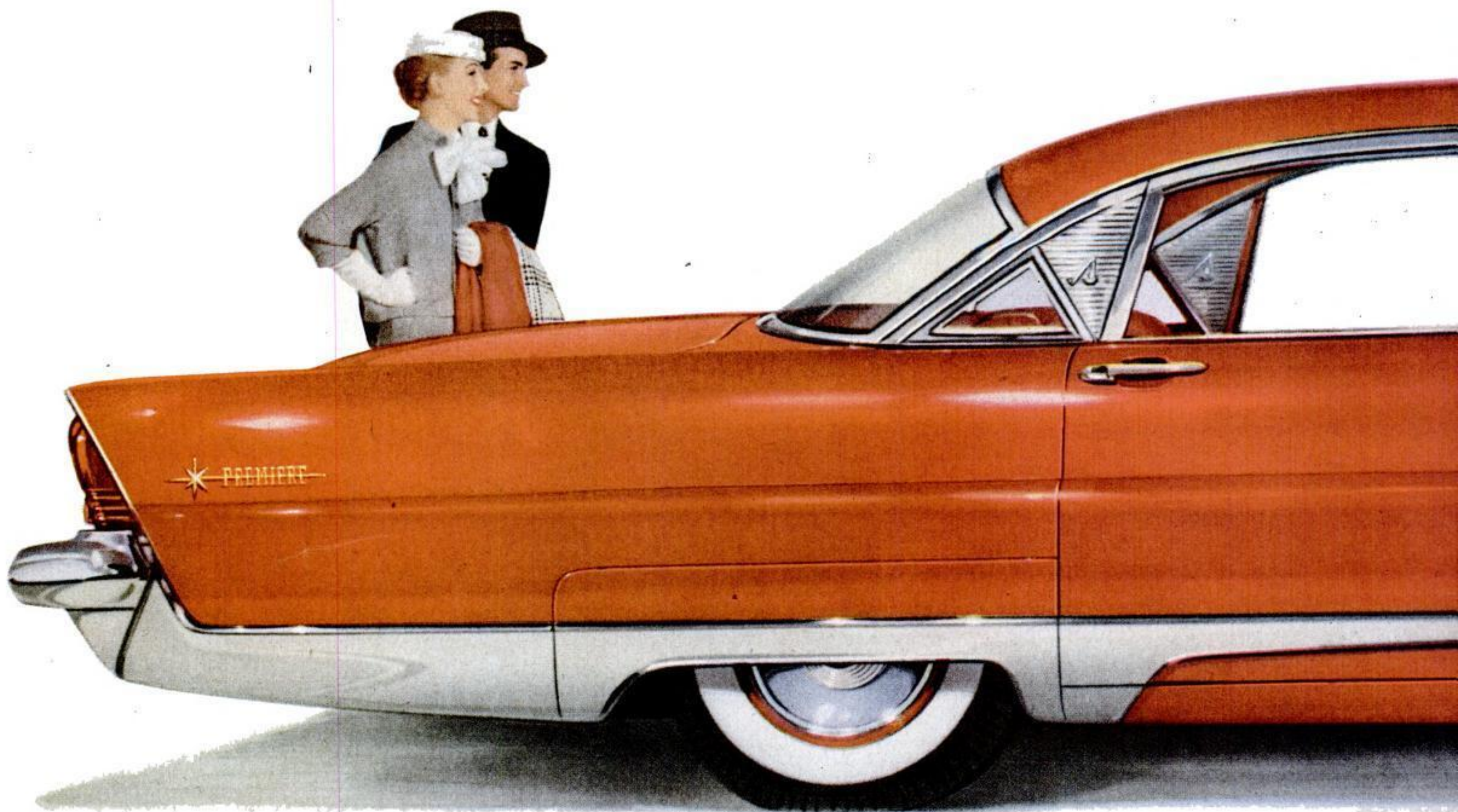
Lowest, too. I can look right down at the top!



Look at that wide, wide grille. So distinctive, too!



Really snugs down to the road. And talk about easy steering!





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And so much larger inside. Real stretching room!



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If you know fine cars, one fact stands out clearly: only one—the 1956 Lincoln—is completely new. And every time, everywhere you look, you can see more of Lincoln's all-encompassing newness.

Look along that sleek silhouette—and let your own eyes tell you this completely new fine car is amazingly, beautifully long. And so daringly close to the ground, you can look down at the top.

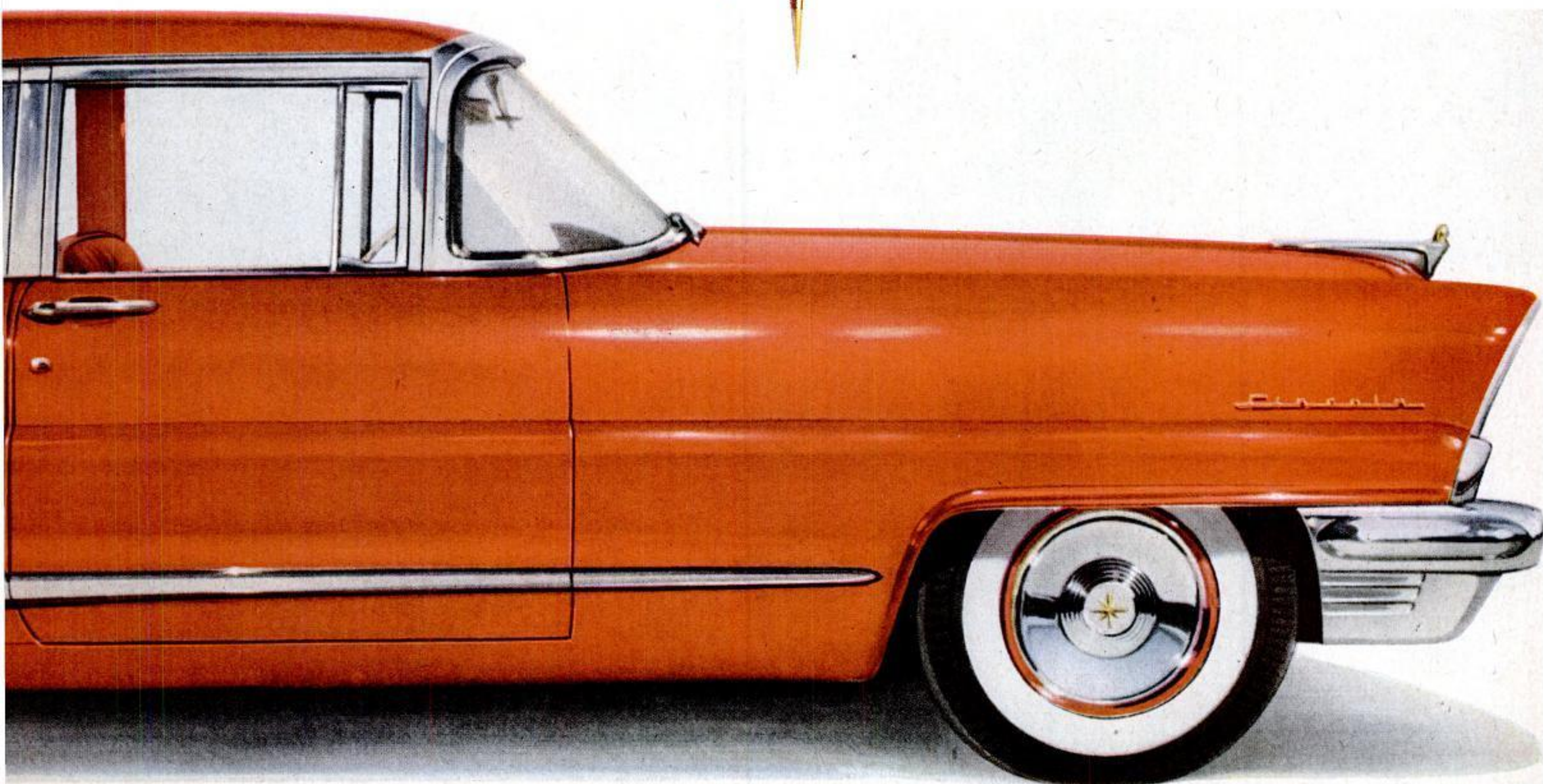
You must savor Lincoln's new kind of luxury from inside—true six-passenger space, decorated in distinctive new fabrics and leathers. And, everywhere, safety innovations to bring a wholly new sense of security.

Above all, you must unleash the mighty flood of Lincoln's 285 horsepower—more usable, safety-minded power than ever before. Only after you let this Lincoln laze along at legal limits—only after you send it bulleting safely around a lumbering truck—will you know the finest performance on the road. Only after you've felt it defy the roughest road to jar it, or the most abrupt curve to sway it, will you know how roadworthy a fine car can be.

You can know this Lincoln newness in all its wonderful ways—at your Lincoln dealer's now.

## LINCOLN FOR 1956

Unmistakably . . . the finest in the fine car field








*When Paul S. Willis, President of the Grocery Manufacturers of America, Inc., entertains at his home in Westchester County, New York, Lord Calvert helps to make his guests welcome. And when the talk turns to favorite whiskies, Mr. Willis (second from left in this candid photograph) tells why Lord Calvert is his.*



## HALLMARK OF A GRACIOUS HOST

Where gracious living is an art, Lord Calvert is at home... a symbol of hospitality the world over. For the makers of this superb American whiskey guard its quality jealously... and not a drop is released until they know it has achieved true greatness.

That's why you may serve Lord Calvert, always, with absolute assurance... that no finer compliment was ever paid to friend or honored guest.

Lord Calvert  
*American Whiskey*  
*For Men of*  *Distinction*



# ELEGANCE AND BEAUTY WIN FOR WILBER . . .



IN FLUFFY SPLENDOR, CH. WILBER WHITE SWAN ASSUMES REGAL AIR AFTER WESTMINSTER VICTORY. AT AGE OF 4 HE IS A MATURE, SELF-CONFIDENT SHOWMAN

## . . . BUT NOBODY LOVES THE HOUND DOGS

At the Westminster Kennel Club's 80th annual show at Madison Square Garden last week, a dainty ermine-colored puff named Champion Wilber White Swan came out ahead of all the 2,560 dogs. It was the first time a toy poodle—or any toy breed—had been picked best in show, and he was the primmest, most delicate dog to win at Westminster in many years. He was also the smallest. Wilber, who stands only 9½ inches high and weighs six pounds, made up for what he lacked in masculine shape, strength and bearing with a performance before crowd and judges equal

to a finalist's in the Miss America contest. His moves were immaculate, his composure serene. He radiated elegant beauty.

But while Wilber was mugging expertly, some of the dogs who also ran were graphically reflecting the disappointment of their owners and handlers. Saddest looking of all were the hounds (*below*) who seemed to realize that their place is in the field and not at a fancy-dress ball like Westminster. They have never won first prize. Said one discouraged hound dog man, "What chance has a bloodhound got in a beauty contest?"

LOSING HOUNDS ARE (FROM LEFT) AFGHAN CH. SILVA BEN GHAZI, BASSET CH. SIEFENJAGENHEIM DOMINOE AND GREYHOUND LITTLE ANDLEY'S BAND WAGON





POLAROID CORPORATION, CAMBRIDGE, MASS.



Fred took terrific pictures  
of our wedding...

What an idea! Wedding pictures everybody can see on the spot... pass around as fast as the camera can turn them out! By the time the reception is over and they're ready to leave on their honeymoon, you've got a whole album of pictures to give them, along with the finest wedding gift of all—the amazing 60-second Polaroid Land Camera.

With the Polaroid Land Camera, there's no waiting and wondering how honeymoon pictures will turn out. No disappointment weeks later, when it's impossible to take them over. Back home, there'll be shots of their first apartment. Later on, the new baby. Then birthday parties,

days at the beach, picnics, holiday get-togethers. There is absolutely no limit to the fun and excitement of 60-second photography.

Taking a picture one minute and seeing it the next is *economical*, too.

**POLAROID®**  
*Land*  
**CAMERA**  
*now with remarkable  
new film*



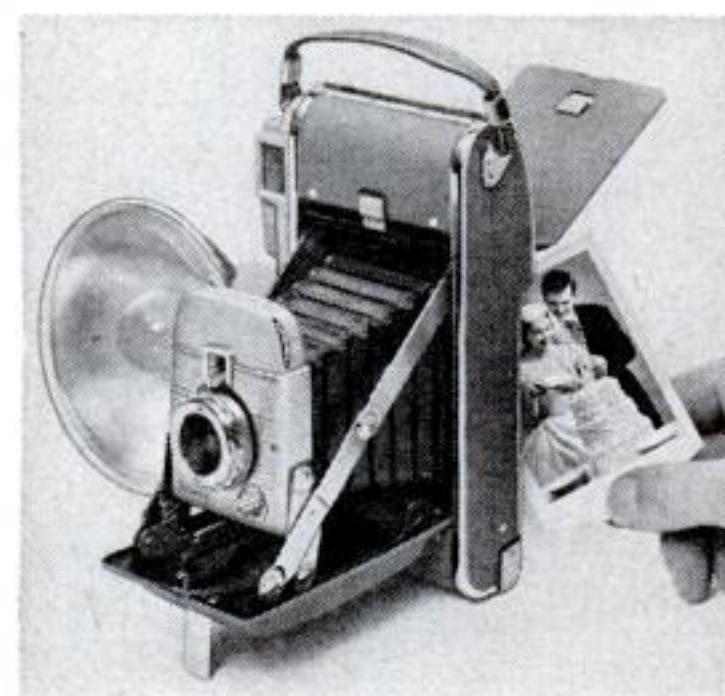
gave us pictures and camera  
as we left on our honeymoon

You don't have to shoot up the rest of the roll just to see the two shots you took first. And you don't have to take two or three extras to cover yourself in case something went wrong. With this camera, the wait-

ing is gone, the guesswork is gone.

And whatever you do, don't underestimate the *quality* of today's Polaroid Land pictures. They're magnificent. The richest blacks and snowiest whites you've ever seen. Don't worry about them lasting, either. With Polaroid's great new film, these pictures last like any fine prints. Copies and enlargements? All you want.

For only \$1.19 a week, you can own one of these cameras. Every camera dealer in the country has a demonstration model, so don't hesitate to come on in and take a couple of pictures yourself. It's a cinch to work.





## FANCY FOURSOMES GO ON SHOW



**FOUR ABREAST**, golden retrievers owned by Patricia G. Cory show their gait. Three were on team judged best in show last year, but team lost this year.



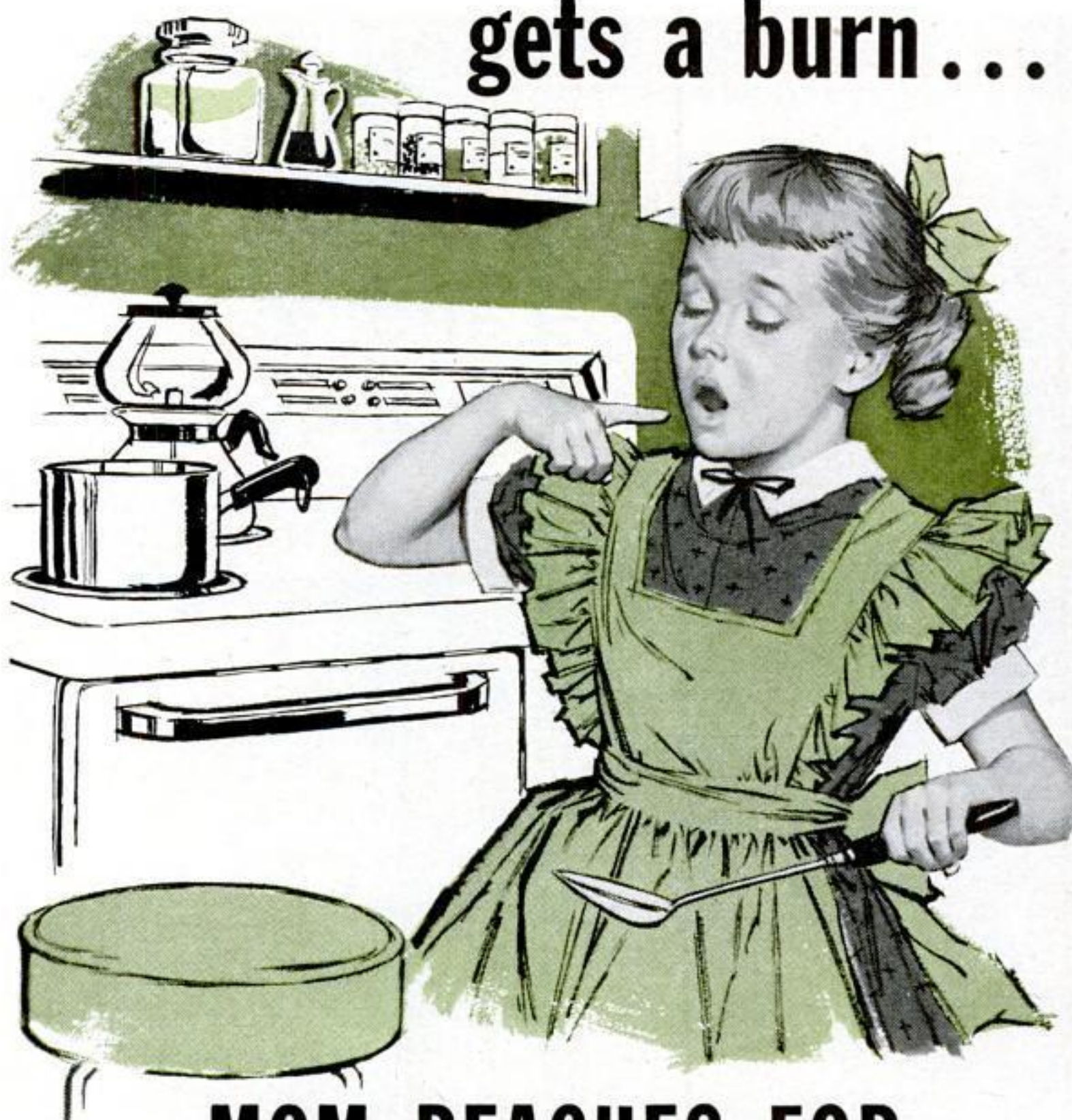
**TAILS DOWN**, smooth dachshunds owned and handled by Evelyn Wall stand at attention while waiting for their turn during the team competition.



**EYES UP**, beautifully matched Maltese dogs owned by Dr. and Mrs. Vincenzo Calvaresi gaze fondly at their handler after taking the first-place team ribbon.

CONTINUED

## When a little helper gets a burn...



MOM REACHES FOR

# Bactine®

BRAND

*cools burns...relieves pain*

Mom is so wise to have gentle BACTINE nearby. She's prepared for those little accidents, like burns. BACTINE quickly soothes and cools the heat of a burn... and actually relieves pain. BACTINE doesn't hurt, yet it's a powerful germ-killer that helps prevent infection, and so promotes healing. A crystal-clear liquid, BACTINE smells fresh and clean... is not greasy... leaves no "messy" stain on skin or clothing. Try BACTINE... an exclusive formula of MILES LABORATORIES, INC., makers of ALKA-SELTZER.



At all Drug Stores... 3 convenient sizes



### KILLS GERMS ON CONTACT

Tests prove BACTINE can disinfect hands as effectively as a surgical scrub used before an operation. A standard surgical scrub is a 7-minute soap-and-water scrub, plus a one-minute soak in alcohol.

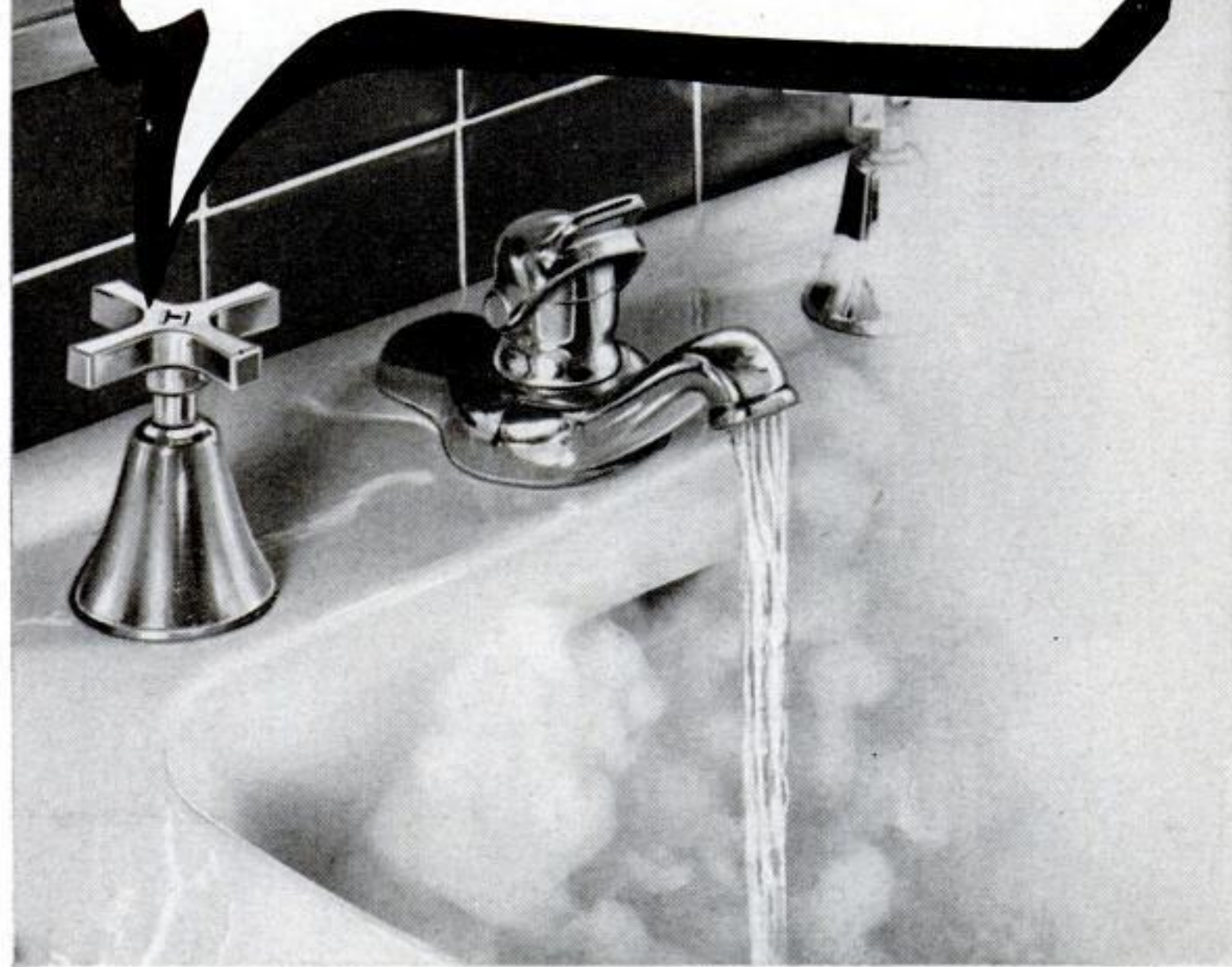
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## DUO-THERM

two-week test proves:

you could let it run  
all day long and not  
run out of HOT WATER..



## with a DUO-THERM AUTOMATIC GAS WATER HEATER

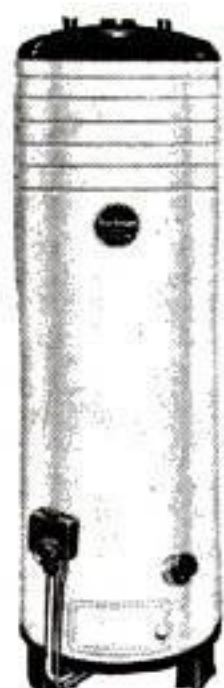
You wouldn't leave the hot water on like this intentionally. But to prove you can have all the hot water you'll ever need, we left it on continuously for two weeks. And the water was *still* hot!

The water poured through a 50-gallon Duo-Therm Automatic Gas Water Heater at the rate of 1015 gallons a day\*—*nine times* as much hot water as the average family of four uses even on laundry days! Enough hot water for dishes, laundry and bathing—all at the same time! Even the 30-gallon Duo-Therm gives you *five times* the average use.

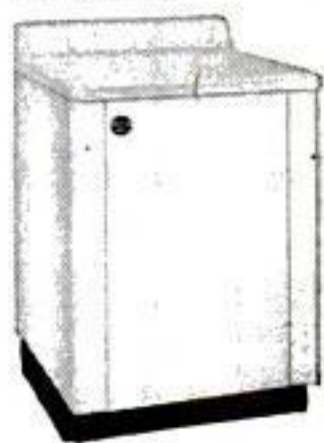
\*Maintained at 160° F. temperature. Report of test on request.

The reason for this continuous supply of clean, clear hot water automatically is Duo-Therm's non-clogging Radial-Jet gas burner that re-heats in a hurry. Duo-Therm's Counter-Flow Spiral Baffle puts *more* of the heat into the water. And the Triple-Treated Tank gives you *extra* years of clean, rust-free hot water.

Now's the time to end your hot water problem the dependable way. Gas, oil or electric models, installed by most dealers for as little as \$1.90 a week after small down payment. See your Duo-Therm dealer for his prices and terms.



Duo-Therm Automatic Gas, Electric, and Oil Water Heaters (Glass-lined or Zinc). 12 to 82-gallon sizes. 1, 5, and 10-year warranties.



FREE! Write for children's cutout Toy Mobile "Reminder Birds!"



## DUO-THERM®

### WATER HEATERS

Products of Motor Wheel Corporation  
Lansing 3, Michigan

## Dogs CONTINUED



STEAK FOR A CHAMP was served Bang Away by Savoy-Plaza Hotel. Admirers gave him feeding bowl on table before him, but he did not eat from it.

## BANG AWAY HAS ANOTHER DAY

Twenty-four of the entries at Westminster were sons and daughters of famous Ch. Bang Away of Sirrah Crest, the boxer who won 121 best-in-show awards. Bang Away is now 7 and retired from show business but he leads a busy life. On the eve of the Westminster show he was flown from California to New York to attend a testimonial banquet in his honor. He sat patiently at the head table, ignoring the speeches and quietly ate rare steak (above). He did not stay in town to watch his 2½-year-old daughter, Baroque of Quality Hill, win best in group.



BANG AWAY'S PUP, daughter Baroque, gets final foot check.



VICTORY HUGS are given to group champion Baroque by owner, Mrs. John P. Wagner, and to Judge Lena Ludwig by Handler Phil Marsh, who adds a kiss.



*Observed in the best circles...*

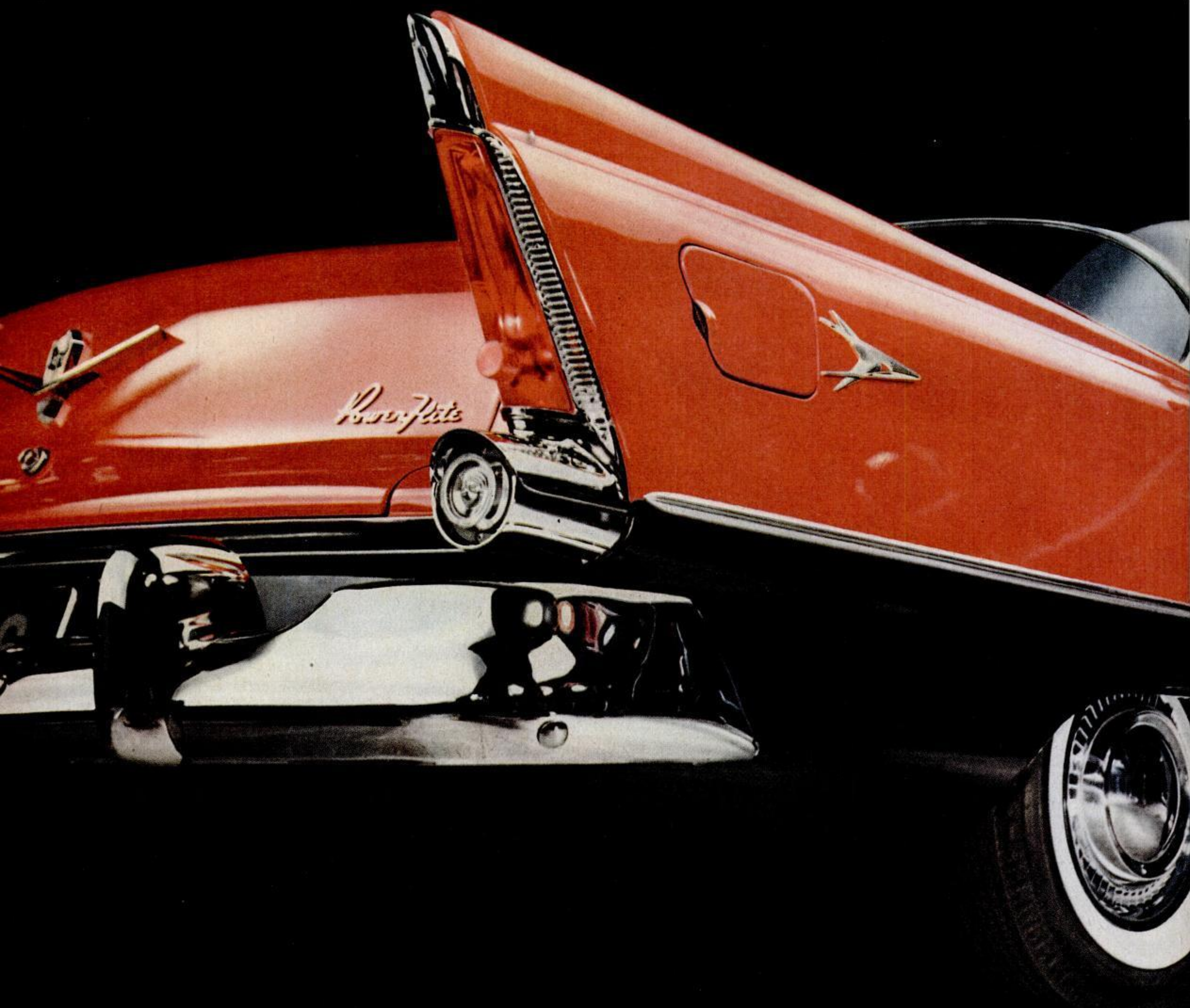


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*Straight* **BOURBON** *Whisky*

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# Here's the Jet Age *on wheels!*

*Plymouth Belvedere 4-door Hardtop Sedan. 28 other all-new models, including exciting new Suburban station wagons.*

**Now, there's a new and *easy* way** for you to own a fabulous all-new Plymouth '56! Your Plymouth dealer has a *new kind of money-saving deal* waiting for you right now!

You simply can't match this deal anywhere else in the field. Your dealer is out to sell more cars . . . and that means giving you a better deal on each! Get *your* deal on exactly the model *you* want. Pick from 29 jet-age beauties priced for every pocketbook. Enjoy:

**Biggest, longest car of the low-price 3!** Most leg room front and rear . . . widest front seat . . . with *tomorrow's* styling today!

**New \$50,000,000 engine.** A sensational new Hy-Fire V-8 . . . giving you up to 200 hp . . . so far advanced in instant response and eager power that it could come only from Plymouth's new \$50,000,000 Qualimatic engine plant! Or the brilliantly smooth, economical new PowerFlow 6—up to 131 hp.





# Aerodynamic Plymouth '56

*At right is all-weather Super Sabre Jet—backbone of the Air Defense Command, U. S. Air Force.*

**Top thrust at take-off!** No other low-price car offers you so much torque for breakaway and passing power in *all* models. You pass safely in split-seconds . . . *all* driving is safer with exclusive 90-90 TURBO-TORQUE plus POWERFLITE fully automatic transmission.

**Push-Button Driving.** A new Plymouth exclusive in the field . . . another Plymouth engineering "first." This motoring miracle has already revolutionized America's driving habits. A finger-tip touch

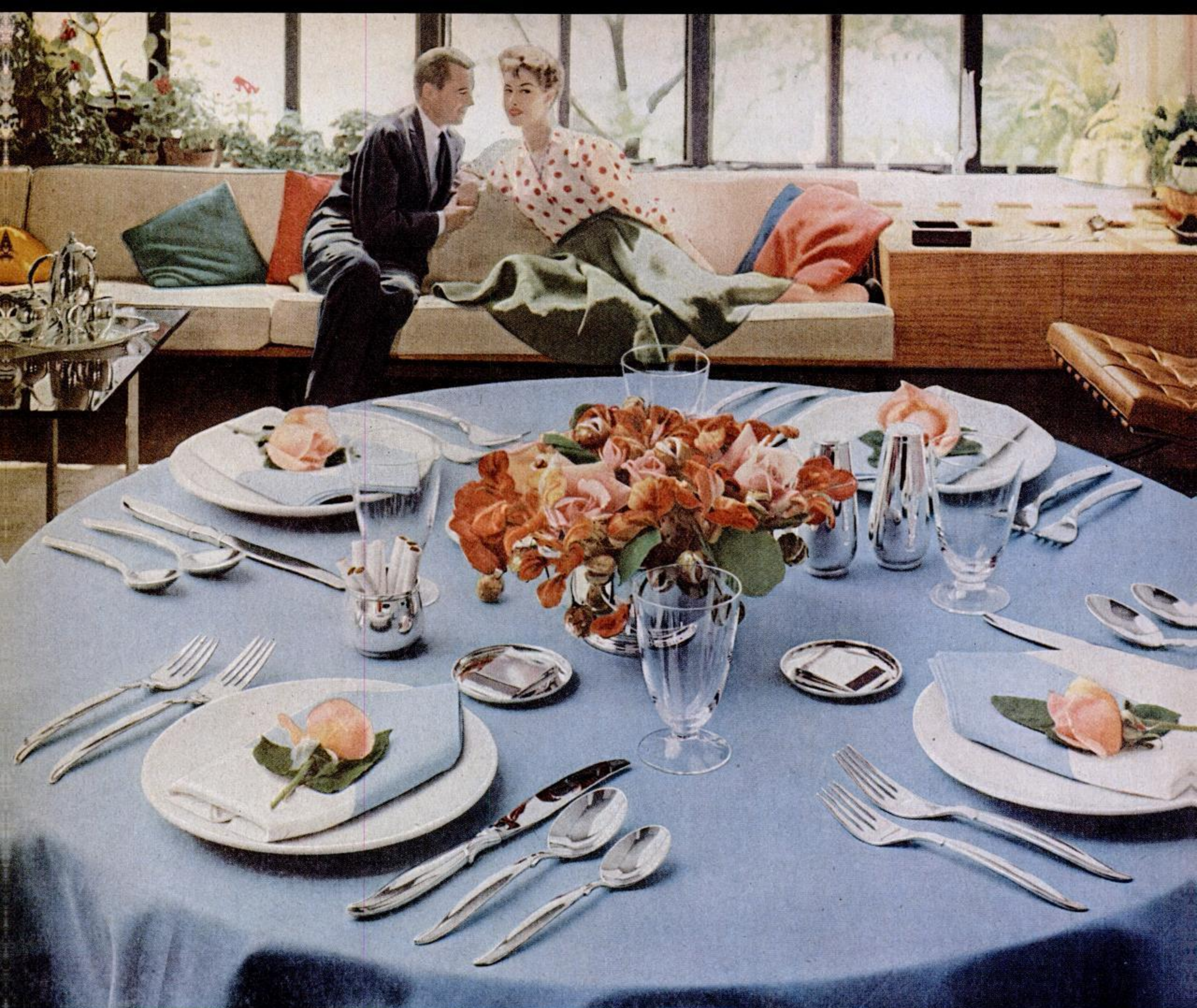
on a button selects your driving range. Easy as touching a light switch. Women call it the greatest advance ever put on a motor car.

Get *your* deal on a big, rangy Plymouth '56 . . . the low-price *fine* car engineered like the high-price cars.

**The car that's going places with the Young in Heart**

Get the news: "PLYMOUTH NEWS CARAVAN" with John Cameron Swayze, NBC-TV. "SHOWER OF STARS" and "CLIMAX!" CBS-TV





You can own all the precious silver flatware on this table... for only \$29.95.

She has *Flair*

Her silverware is Flair. New and modern in design, exquisitely crafted in 1847 Rogers Bros. It's America's finest silverplate... but her budget doesn't know it. Smart girl that she is, she chose the NEW HOME SET. 1847 Rogers Bros. new 20-piece service for 4, created especially for you, who consider quality more important than quantity.

Which lovely pattern will you choose? Services for 8 start as low as \$56.50. No Fed. tax. Budget terms.

FIRST LOVE

REMEMBRANCE

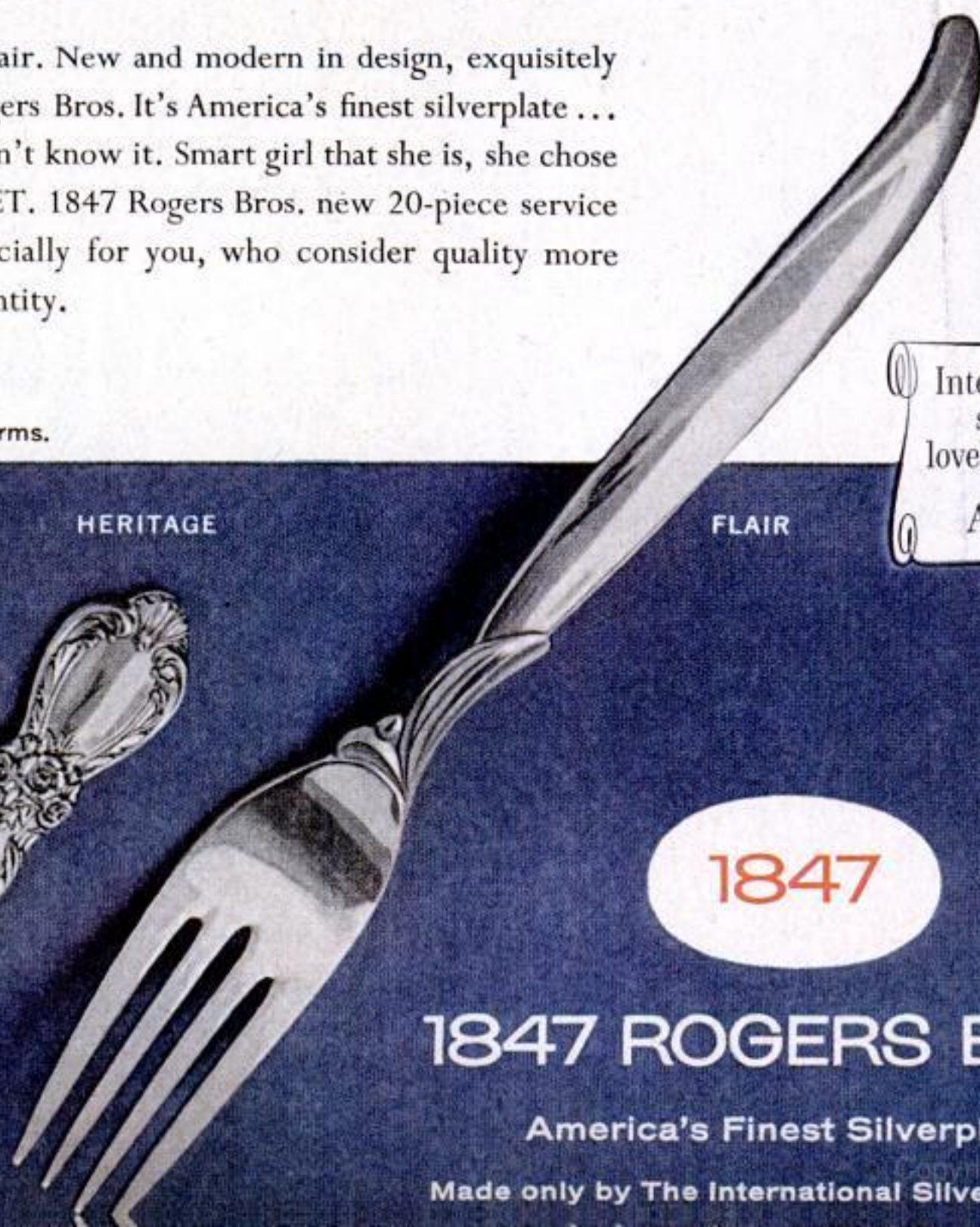
ETERNALLY YOURS

DAFFODIL

HERITAGE

FLAIR

International sets the loveliest tables in America



1847

1847 ROGERS BROS.

America's Finest Silverplate

Made only by The International Silver Company



# The World of Pooh Lives On



WATCHED BY "PIGLET," SMILING "EEYORE" TRIES OUT HER NEW HOUSE OF STICKS BUILT BY STUDENTS IN A DENVER PRIVATE SCHOOL

## MILNE LEAVES HIS MAGIC TO ALL CHILDHOOD

In England last month a man whose gentle creations are touched with immortality came to a mortal end. At the age of 74, A. A. Milne died. Behind him he left a band of imagined animals who have become fixed forever in the minds and memories of millions of children—Winnie-the-Pooh, the engaging teddy bear, and Eeyore, the doleful donkey who lost his tail, and timid Piglet and bouncy Tigger and all the rest.

Milne, a successful novelist and playwright, first tried his hand at children's literature in 1924 when he wrote some poems about his 4-year-old son, Christopher Robin. From this came two books of verse, *When We Were Very Young* and *Now We Are Six*. Two other books, *Winnie-the-Pooh* and *The House at Pooh*

*Corner*, introduced Christopher Robin's fanciful friends, the animals patterned after Christopher's stuffed toys who inhabited a woodland setting like that around Milne's own country home in Sussex. Together the four books, illustrated by Ernest H. Shepard and translated into 12 languages, sold more than seven million copies.

The world of Christopher Robin and of Pooh has become so much a part of the world of childhood that children move in it as easily as if Pooh were an everyday friend and his forest a familiar place. On these pages is reflected the world of Pooh—as U.S. children play in it (pp. 115-117), as Christopher Robin really saw it (pp. 118, 119). Milne's words, taken from his books and set in italics, introduce each scene.



LAST PHOTOGRAPH OF MILNE SHOWS HIM IN 1952









## Playing at Pooh with paint and glue

"Tiggers don't like  
haycorns." "But you said  
they liked everything  
except honey," said Pooh.

The conversation above inspired the hitherto unpublished Shepard drawing of Pooh, Piglet and Tigger at right. Tigger is being painted at left by Agnes Brush, manufacturer of Pooh toys.



"I have been Foolish  
and Deluded," said he,  
"and I am a Bear  
of No Brain at All."

Poor insecure Pooh is re-created in cardboard at Isabelle Buckley School in Los Angeles (left), where Dana Price and Trehon Copeland work on cutout of Pooh, with toy in foreground as model.

"Then would you read a  
Sustaining Book, such  
as would help and  
comfort a Wedged Bear?"

At a library in Boston (right), Mrs. Beryl Robinson, children's librarian, delights an overflow afternoon crowd with a showing of Pooh toys and playing of recordings of A. A. Milne poems.



"We will call this Pooh  
Corner. And we  
will build an Eeyore  
House with sticks. . . ."

The place where Pooh lived has been built and mapped time and again by U.S. children. At the Dewey School in Evanston, Ill. (left), fourth-graders work on a sawdust and starch diorama of the forest where Eeyore lived. At the Laboratory School of the University of Chicago (right), fifth-graders work together on a huge map, a copy of the end papers in *Winnie-the-Pooh*.



CONTINUED



## Real-life setting



*Wherever I am, there's always Pooh,  
There's always Pooh and Me.  
Whatever I do, he wants to do. . . .*

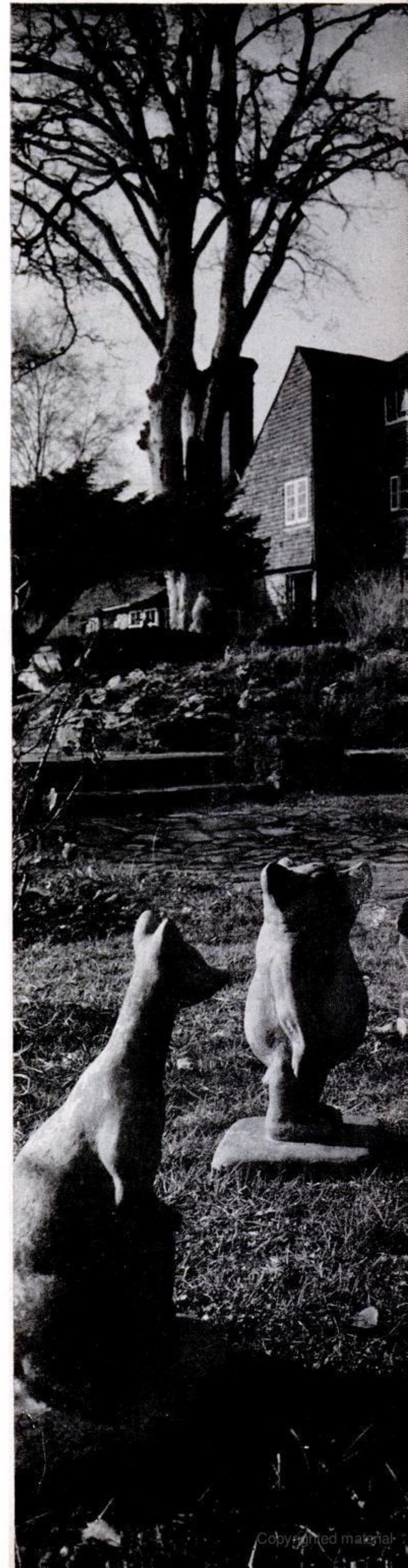


WINNIE-THE-POOH CALLS ON HIS FRIEND

Listening to his father in 1922, Christopher Robin, 2, sits on a table (above) with his Teddy bear which was the inspiration for *Winnie-the-Pooh*. The penguin never figured in any of Milne's writings.

*"Everybody crowds round so in this Forest. There's no Space. . . . Can't you see Christopher Robin wants to be alone?"*

At Milne country home in Sussex (right) where Christopher Robin spent his summers, lawn is decorated with stone figures of (from left) Kanga and Roo, Pooh, Eeyore, Christopher, Piglet and Tigger.



*Winnie-the-Pooh went round to his friend Christopher Robin, who lived behind a green door in another part of the forest.*

Christopher Robin, 7, stands in tree hole which inspired drawing at left above. With him is Anne Darlington, his inseparable friend. Photo at left and drawing show how closely Shepard portrayed real Christopher.



for make-believe deeds



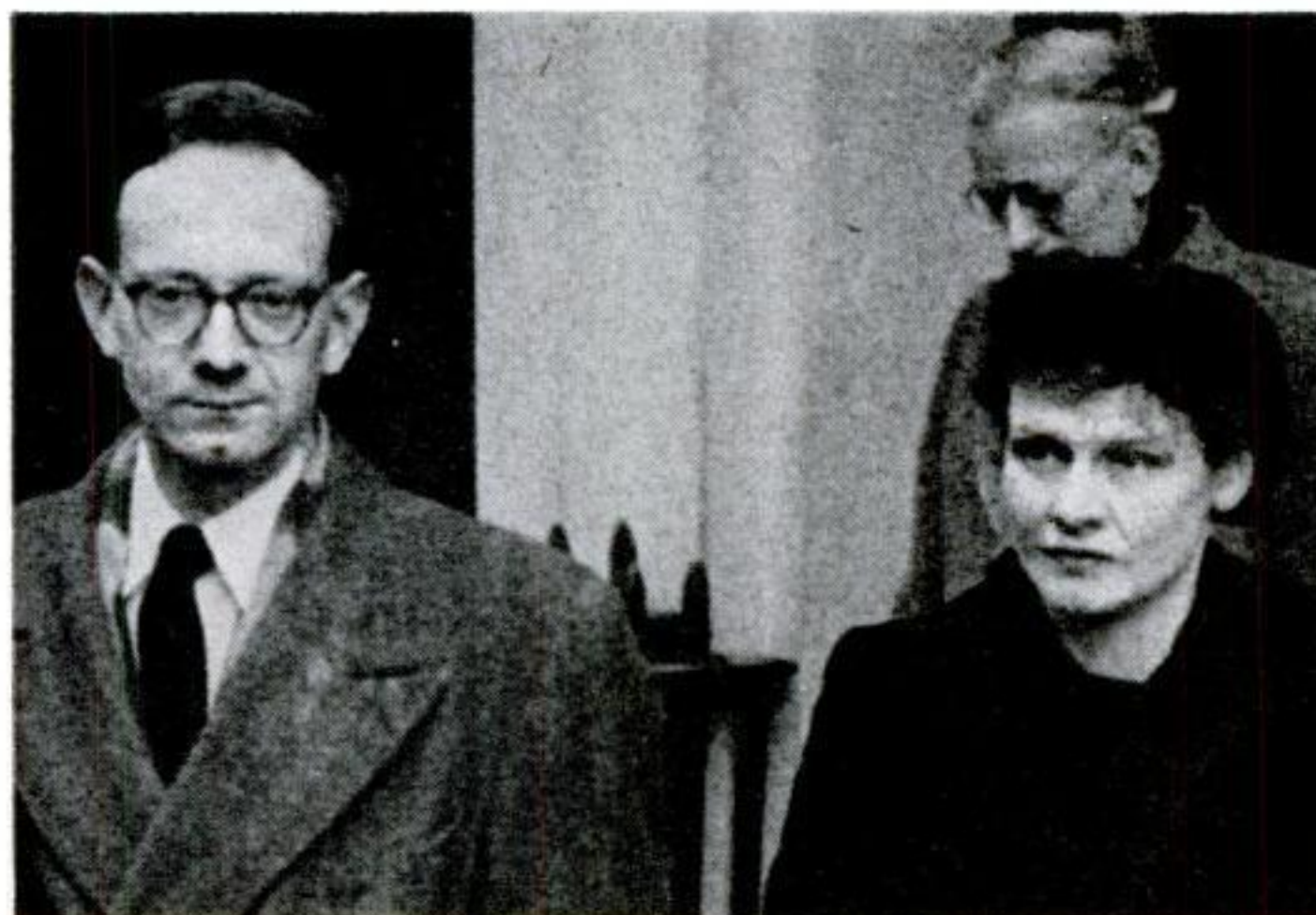
*Where is Anne?  
Close to her man.  
Brown head, gold head,  
In and out the buttercups.*

Outside the Milne home, Christopher Robin has tea with Anne Darlington. Milne, who always wanted a daughter, came to love Anne as his own. He described some of Anne's adventures with Christopher in *Now We Are Six* and dedicated the book of poems to her with the inscription "... because she is so speshal."



*When Anne and I go out a walk,  
We hold each other's hand and talk  
Of all the things we mean to do  
When Anne and I are forty-two.*

Twenty-eight years ago, when they were 8, Anne and Christopher clasped hands on a walk. A fortnight ago in London (*below*) they walked sadly together at memorial services for Milne. Christopher, who married in 1948, has no children. Anne, who married later the same year, is the mother of two girls (*next page*).







*... Wherever they go, and whatever happens to them on the way, in that enchanted place on the top of the Forest, a little boy and his Bear will always be playing.*

With the lines above, written in 1928, Milne ended his last children's book and never went back to the world of Pooh. Today, a quarter of a century later, Anne, now Mrs. Peter Ryde, reads from Milne

to her children, Julia, 4, and Catherine, 6. During World War II, while Christopher was in the service, Anne kept all his famous toys. Now they are in the care of Milne's U.S. publisher, E. P. Dutton & Co.



# The first canned dog food good enough to be labeled "Gaines" is HERE



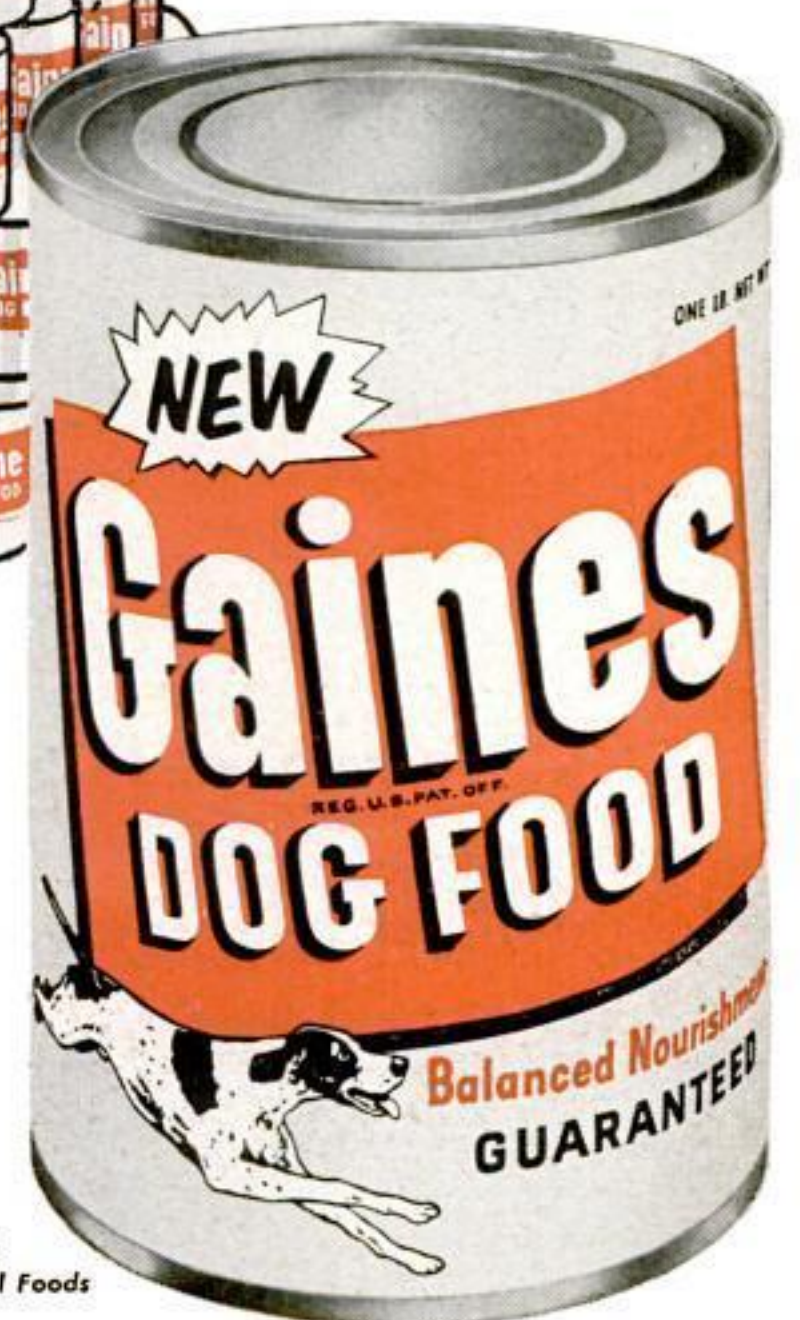
## NEW GAINES OFFERS A COMBINATION OF NOURISHMENT AND FLAVOR UNMATCHED BY ANY OTHER CANNED DOG FOOD!

Now from Gaines—world leader in dog nutrition—comes a totally *new* concept in the science of dog feeding! It's the first canned food to take advantage of the amazing nutritional discovery, DL-Methionine, to make *more of the vital protein* available to your dog . . . protein that would normally be wasted. It's a fact: no other canned dog food on the market—no other food you can buy—offers your dog the same nourishment as new Gaines—with its precise combination of rich meat nutrients, vitamins, minerals and DL-Methionine! And for tail-wagging taste appeal, dogs prefer Gaines *by instinct!*

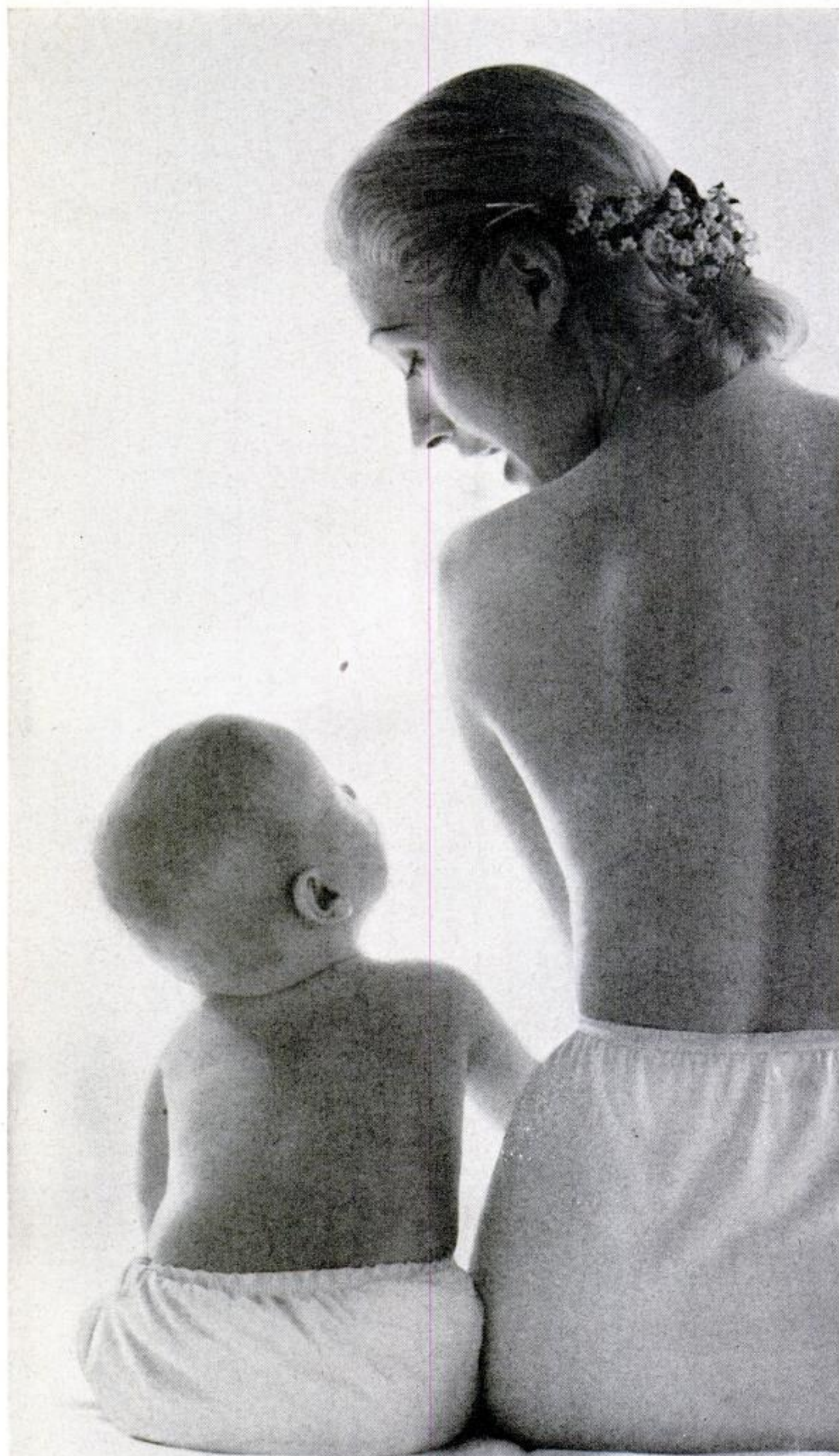
# Gaines



NOURISHES EVERY INCH OF YOUR DOG!







## Spun-lo® comfort is a family affair!

Panties of Spun-lo rayon fabric have the Knit with the Fit where you Sit. First choice for comfort, they g-i-v-e with every motion, are naturally absorbent...never feel clingy or clammy! In all styles, only about 69¢

Better-for-baby pants of waterproof Spun-lo rayon...it's fabric, it's softer, it's machine washable! No rubber! No separate lining! Non-allergenic. 5 pretty, baby colors. Pull-on style, about 79¢. Snap-on style, about 98¢

INDUSTRIAL RAYON CORPORATION, CLEVELAND, OHIO  
Waterproof SPUN-LO® and Dul-Tone® knit rayon fabrics are Syntilon processed  
\*Reg. T. M., I. R. C.



## The World of Pooh CONTINUED

### The enduring illustrations and familiar verses

As the illustrator of Milne's children's books, Ernest H. Shepard frequently visited the family's 20-acre home in Sussex to see at first hand the setting for many of Milne's stories and poems. There he sometimes made sketches of Christopher Robin and Anne as he watched them play. Today Shepard is 76 and his drawings have become almost as famous as the words they illustrate. Below are some of his best-remembered drawings done for some of Milne's best-known nursery verses.



ERNEST H. SHEPARD

*They're changing guard at Buckingham Palace—  
Christopher Robin went down with Alice.  
Alice is marrying one of the guard.  
"A soldier's life is terrible hard,"*

*Says Alice.*



*James James  
Morrison Morrison  
Weatherby George Dupree  
Took great  
Care of his Mother,  
Though he was only three.  
James James  
Said to his Mother,  
"Mother," he said, said he:*

*"You must never go down to the end of the town,  
if you don't go down with me."*



*John had  
Great Big  
Waterproof  
Boots on;  
John had a  
Great Big  
Waterproof  
Hat;  
John had a  
Great Big  
Waterproof  
Mackintosh—  
And that  
(Said John)  
Is  
That.*







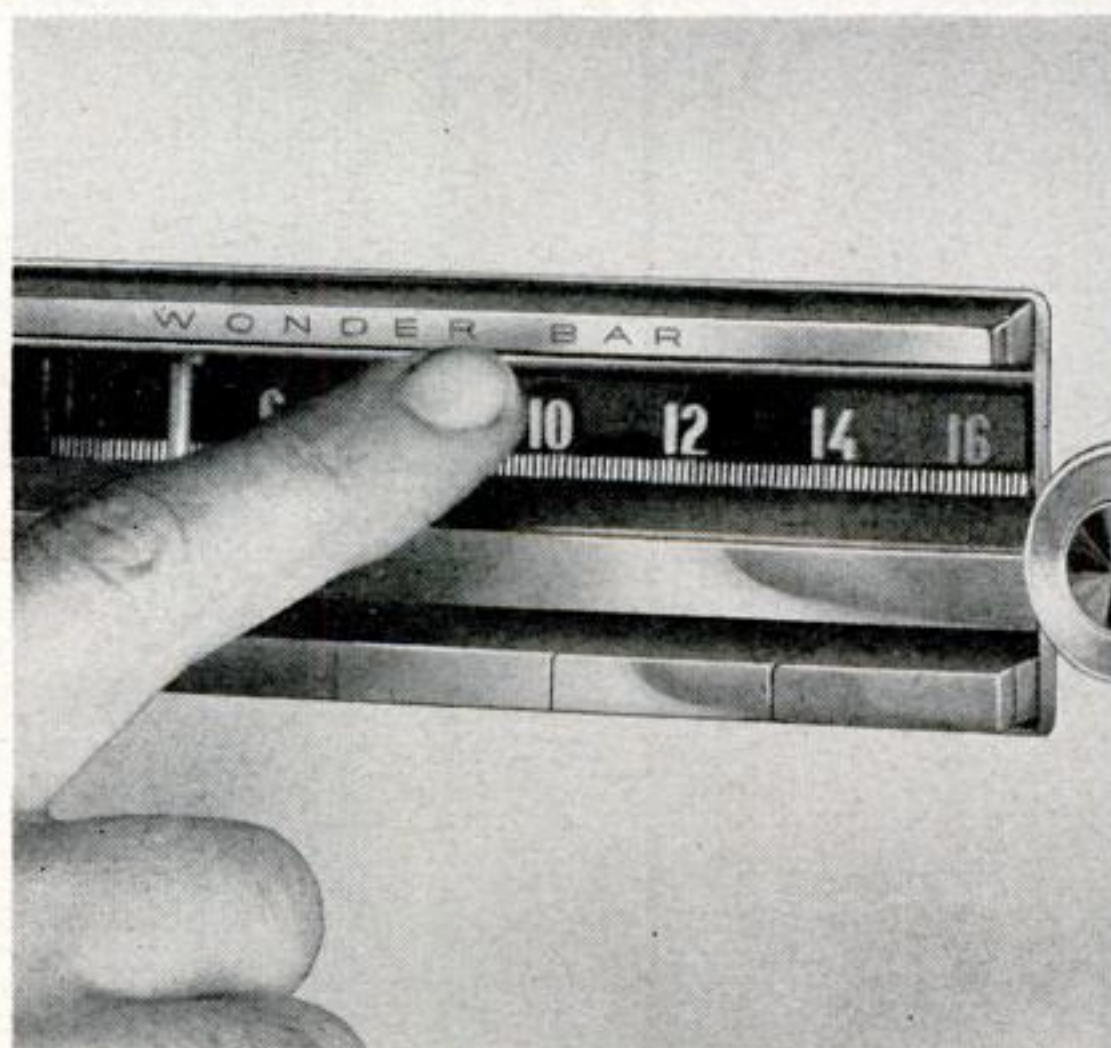
“Touch the Wonder Bar, Dilworth—  
let’s see who’s making the news!”

Dilworth knows . . . *wherever you drive* . . . the Delco Wonder Bar tunes in any station your radio can receive—automatically. A touch, and this electronic marvel seeks a station. Another touch, another station, all the way across the dial. Safer, too—you keep your eyes on the road! At home, use “Favorite Station” pushbuttons. Delco radios with amazing Wonder Bar tuning are available for any of the really modern cars. Delco Radio, Division of General Motors, Kokomo, Indiana.

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### Our Walker's DeLuxe butler thaws out Arthur Treacher

Arthur Treacher's icy manner made him famous in movies. However, in real life, our butler, Robert, found him very interested in putting guests at ease.

And he quickly agreed that drinks made with Walker's DeLuxe are a most impressive way to do it. If your guests appreciate great bourbon, get Walker's DeLuxe.



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**7 YEARS SMOOTH...ELEGANT IN TASTE**

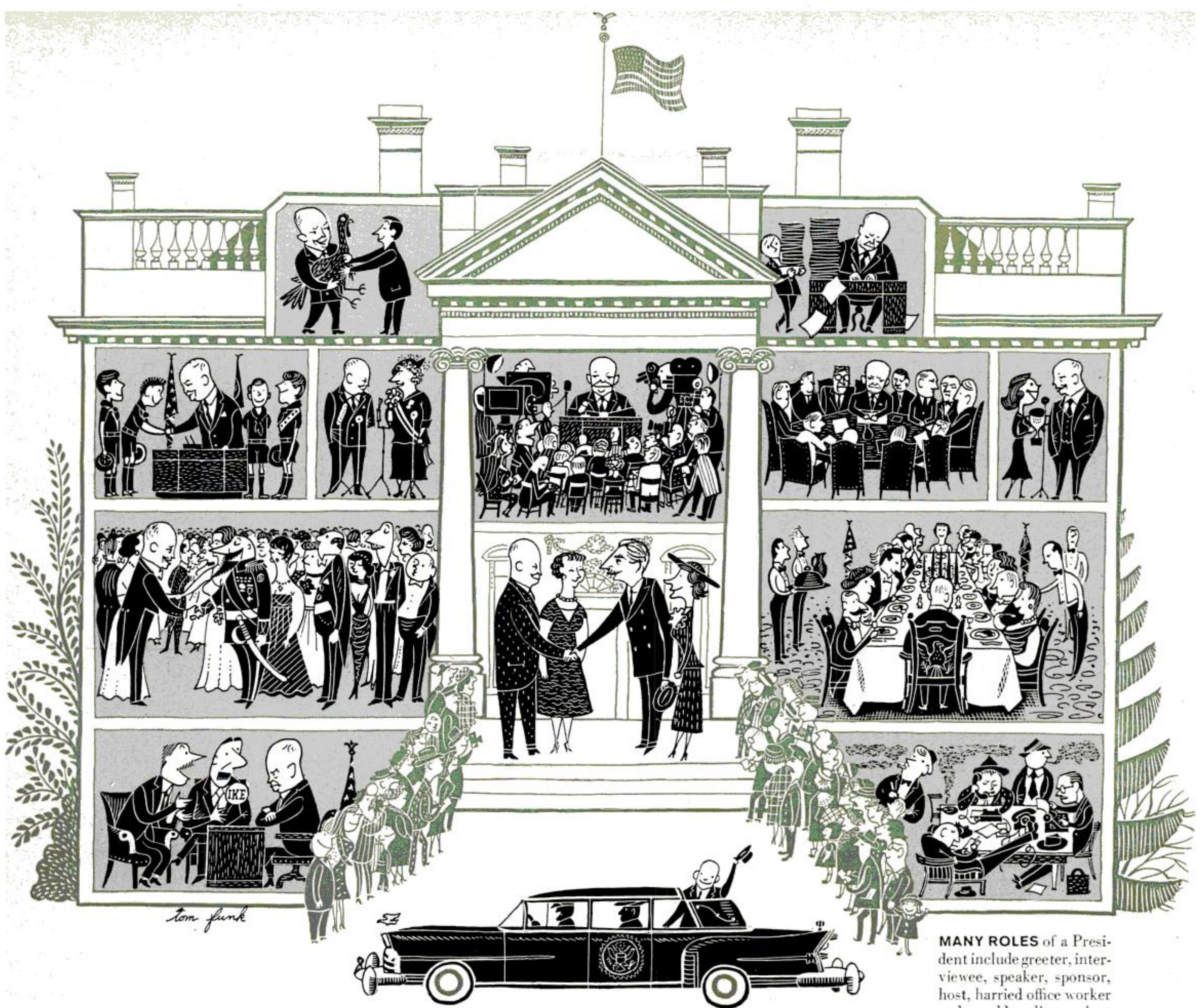
# **WALKER'S DeLUXE**

**90.4 PROOF - BEST OF THE STRAIGHT BOURBONS - BY HIRAM WALKER**

HIRAM WALKER & SONS INC., PEORIA, ILLINOIS







MANY ROLES of a President include greeter, interviewee, speaker, sponsor, host, harried office worker and world policy maker.

## HOW TO EASE THE BURDENS OF WORLD'S MOST BURDENSOME JOB

President's illness points up the need to free his office from archaic superstructure, endless protocol

by ROBERT COUGHLAN

**T**HE United States Marine Band is a fine, spirited organization. But is it essential that the dates and itinerary of its annual tours be approved by the President himself? The halibut is a worthy fish, furnishing seasonal employment to a couple of thousand fishermen. But is it essential that the yearly rules governing halibut fishing be approved by the President in person? The county of Kauai, in the Territory of Hawaii, is an up-and-coming area and in the judgment of its commissioners could afford a \$50,000 bond issue for public improvements last year. Is it important that this bond issue be approved by the President of the United States?

Early in President Eisenhower's term, Vice President Nixon walked in to find the President at his desk wrist-deep in bills and papers that needed his signature for approval. Dwight D. Eisenhower looked up, flexed his fingers and said wryly, "Golly, I wish I had a shorter name!"

Last year at Denver, a week after his coronary attack, he was

brought two other papers to sign. Dr. Snyder, his personal physician, told him to use only his initials. "I know more about this than you do," the President said, and wrote his full name. Doubtless this did him no harm; perhaps it even helped his morale. Yet, that it was necessary to bother him at all in that critical time on such a matter is another and flagrant example of the barnacle growths that weigh down the American presidency. The papers contained the names of foreign service officers whose pay increases would not be effective for a full year unless their new commissions were signed by that day. And—by law—this could be done only by the President.

It is a cliché that the presidency is "the biggest job in the world," and in a country that goes in for bigness this is even a source of some patriotic pride. To most citizens, however, the idea behind the phrase is qualitative: the big responsibilities, the great decisions, the power for good or evil in the country and the world that lie on the President's conscience. And it is



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THE FABULOUS "BIRD" ON ALTO SAX

**Erroll Garner**  
WORLD'S MOST POPULAR JAZZ PIANIST

**EDDIE CONDON**  
"THE SPIRIT OF DIXIE" AND HIS GUITAR

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THE CLARINET IN CHICAGO STYLE

**Art Tatum**  
GENIUS OF THE KEYBOARD

**DIZZY GILLESPIE**  
DAZZLING "BOB" TRUMPET

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DEAN OF "WIND" PIANISTS

**SIDNEY BECHET**  
NEW ORLEANS' GREATEST SOPRANO SAX

**JACK TEAGARDEN**  
MAN WHO PLAYS THE BLUE TROMBONE

**COLEMAN HAWKINS**  
KING OF THE TENOR SAX

AND INCLUDING: Rex Stewart, trumpet; Albert Nicholas, clarinet; Red Norvo, vibes; Flip Phillips, tenor sax; Billy Taylor, piano; Milt Hinton, bass; etc.

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FIRSTHAND ADVICE on how to streamline the President's job is given by Herbert Hoover to Senator Kennedy, who heads committee studying problem.

## PRESIDENCY CONTINUED

true, of course, that these are the heaviest burdens of the office, resulting in its "emotional strains, its periods of intense concentration," as President Eisenhower remarked at his most recent press conference. It is on this account, he said, that as he faced his great decision on seeking re-election, "I think I will probably trust my own feelings more than I will the doctor's reports."

Yet there is another side to the matter which, if the President's decision is to run again, demands some very serious attention. This is the quantitative nature of the job, the sheer bulk of the duties that somehow have settled on this office and about which the public is not well informed. The public indeed: the fact is that no one, in or out of the government, has accurately measured the legal and traditional and merely customary duties which together make up the President's working year.

The first months of a new President's term are apt to be filled with surprises both for him and his staff. A current aide remembers the day a dossier arrived for the President's inspection: "It was crammed with all kinds of facts and figures, surveys and blueprints. It was a monumental thing, and I approached it with the proper respect. Well, it turned out that there was a government dam being built in one of the western states, and they wanted to add a fish hatchery to it. These were the specifications. I checked and sure enough, it had to have the President's approval. I spent a night trying to digest the stuff so that I could understand it. Then I brought it in to the President and briefed him on it. I said to him, 'As you can see, this is a very urgent matter. . . .' He listened, grinned and then picked up his pen and signed it with a flourish."

The situation that these items illustrate has been with us for a long time—reform is necessary and long overdue. President Eisenhower's recent illness, along with dramatizing the need, has now given it an urgent priority. Out of pure medical necessity, his staff has contrived in informal, makeshift ways to cut the work load so that in recent weeks he has been putting in only about seven hours a day at his job. But it is a 10, 12 or even sometimes a 16-hour job as normally constituted, and if it is to be reduced to reasonable size for any President it must be permanently rid of a great mass of duties which could as well be attended to by others. From former President Hoover to young Congressman Stuyvesant Wainwright (R., N.Y.), nearly everyone seems to have a plan or an idea for so doing. A special Senate subcommittee under Senator John F. Kennedy has been sifting these to decide what should and can be done without affecting the President's constitutional powers and duties, which of course must not be touched.

For the root of the trouble lies in the unique role assigned to the presidency by the Constitution. In almost all other modern countries there is a separation between the jobs of symbolizing the nation and governing it. In England, of course, the symbol of state is the monarch, aided by the royal family, while the actual chief of government is the prime minister. In France too there is a symbol, the president, and a working head, the premier. But in the U.S. the power and the glory are united in the President, who thus must be all things to all citizens: commander of the armed forces, negotiator with the world at large, manager of the economy,

CONTINUED



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LIKE A CIGARETTE SHOULD!



## Now New, Improved MUSTEROLE works faster to break up chest cold congestion!

Wonderful news for cold sufferers! New, Improved Musterole now has a new special ingredient that gives rapid relief to the discomfort of painful, inflamed tissues of a chest cold!

Just feel the surge of this greater, deeper, speedier relief when you rub on New, Improved Musterole! Now, its exclusive formula gives you even quicker results than before! Its amazing pain-relieving ingredient works faster to help unkink stiff and sore muscles. It helps reduce swelling and inflammation, has deeper action for speedier results.

Its comforting permeating heat helps break up acute upper bronchial congestion. Its vaporized heat—medicated vapors that rise from the chest—helps loosen localized nasal and throat congestion!

New, deeper-acting Musterole feels like a sunny poultice on tight chest, throat and back. Its special kind of relief goes to sore muscles, feels as if it's "baking out" those aching muscles of a cold. Although Musterole now has a new ingredient, it costs you no more!

The only rub in three different strengths: Child's Mild for kiddies, Regular for adults, Extra Strong for severe cases — all new, improved! Musterole has been recommended by many doctors for years! Get New, Improved Musterole today. Stainless!



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→ **1. Vitamin D** helps the body use Calcium and Phosphorus, the materials that build bone and teeth. This is particularly important to children and mothers-to-be. For example, 3 servings of Ovaltine supply a child's full Minimum Daily Requirement.

→ **2. Iron** is vital to good, red blood. A lack of Iron in the system can result in a kind of anemia. 3 servings of Ovaltine will supply an adult's full Minimum Daily Requirement.

→ **3. Vitamin B<sub>1</sub>** promotes the efficient circulation of blood throughout your body and steadies your nerves. Not enough B<sub>1</sub> can mean irritability, moodiness, depression. 3 servings of Ovaltine will supply the full Minimum Daily Requirement.

→ **4. Vitamin C** benefits many parts of your body, including gums, teeth, muscles, heart, capillaries. Lack of C can cause pains in the joints and a feeling of weakness. 3 servings of Ovaltine supply the full Minimum Daily Requirement.

→ **5. Vitamin A** helps growth, vitality and vision. Experiments with animals indicate that a diet high in Vitamin A helps increase vitality and extend the active period of life. 3 servings of Ovaltine in milk alone supply about 80% of the Minimum Daily Requirement.

← **6. Riboflavin** is the vitamin required for normal life processes of body cells. When adults run short of it, they may feel weak and "run down." 3 servings of Ovaltine in milk supply the full Minimum Daily Requirement.

← **7. Protein** repairs the daily "wear and tear" on muscle and body tissues of all age groups. Many foods supply Protein, but often of inferior quality. Ovaltine supplies Protein of high quality. 3 servings of Ovaltine in milk alone supply about half of the recommended adult requirement.

← **8. Carbohydrate** is an energy food for vitality. Ovaltine supplies this element in easily digested, starch-free form, which can be absorbed rapidly into the blood stream for quick energy.

← **9. Niacin** is food for the nerves. A deficiency can make you irritable, less able to concentrate. 3 servings of Ovaltine in milk supply about 68% of the suggested Minimum Daily Requirement.

← **10. Calcium and Phosphorus** are required to build and maintain strong bones and teeth. 3 servings of Ovaltine in milk supply the full Minimum Daily Requirement.

On this page, read about the important nutritional "extras" of Ovaltine  
On the opposite page, see how much they mean to you today.



# Today's living puts new stresses on your whole body

## Here's how you can guard against insidious nutritional strains

The stresses and strains of living in this Bomb-shadowed, record-producing age take more out of you than you might suspect. It doesn't matter whether you're the one keeping the home, out earning the money or just growing up.

One thing is sure. The extra nutritional demands on your body can be met only by an adequate diet. You can't keep optimum health without proper nutrition. And that's why Ovaltine is so important today. This famous supplementary food fills in the gaps and loopholes that can so easily exist in an ordinary diet. It's a kind of insurance that you, whatever your job, will be better able to stand up to the extraordinary stresses of the world you live in.

**Take a good, thoughtful look at the chart on the left.**

Notice how, in so many cases, the recommended three daily servings of Ovaltine in milk satisfies the *full daily requirement for that particular food value*. Every one of these vitamins, minerals and other food values is absolutely essential to your well-being. When you supplement an average diet with Ovaltine, you're sure not to skimp on any one of them.

Ovaltine is for everybody in the family—young and old alike. For example, if you're the mother of a youngster who goes in for "skip-and-run" meals, be sure he has Ovaltine for your own peace of mind. And it's a fine food supplement for older folks, too, whose appetites do not always match their nutritional needs.

As for yourself, take 3 glasses of Ovaltine daily, and you *know* you're getting the extra nourishment you need to help meet the stress of modern living. Keep a jar handy on your kitchen shelf, where anybody in the family can reach it any time. All food stores carry Instant Ovaltine, plain or chocolate flavored. Why not get a jar today?

### Here's how much extra food value 3 teaspoons of Ovaltine add to a serving of milk!



OVALTINE MIXES INSTANTLY, HOT OR COLD



Instant **Ovaltine**

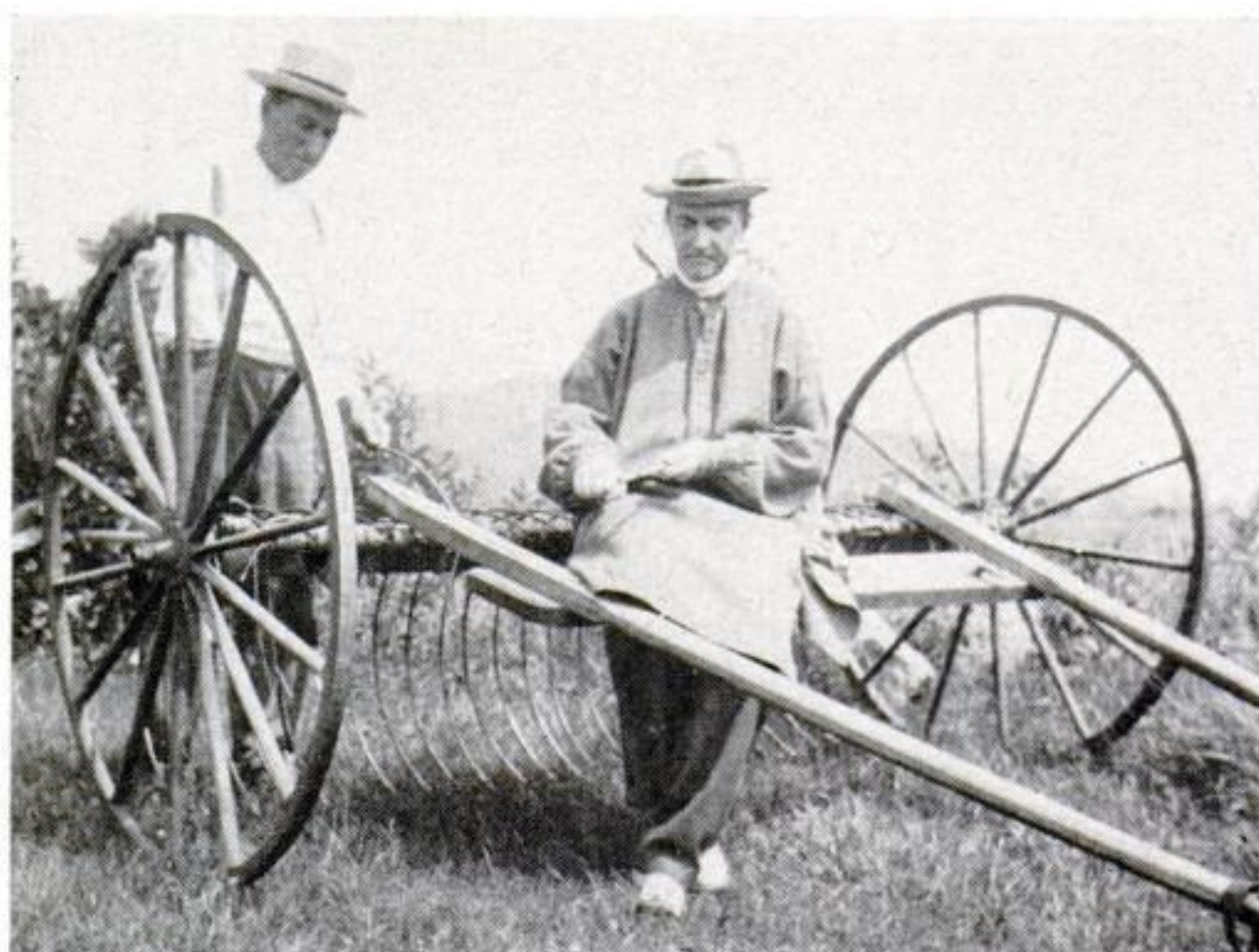


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Made by SQUIBB...one or two drops make coffee or tea deliciously sweet. In purse-size, squeeze-a-drop bottle or home economy size.

**4 out of 5**  
**CAVITIES STRIKE**  
**THE BACK TEETH**  
...use the SQUIBB  
**ANGLE TOOTHBRUSH,**  
bent like a dentist's mirror  
to help you reach and clean  
those hard-to-get-at places.



IN CALM COOLIDGE ERA of mid-1920s the President was able to find real leisure. At Vermont whittling and haying interlude he wore homespun smock.

## PRESIDENCY CONTINUED

protector of the helpless and needy, executor of the laws, defender of the Constitution and father image to the nation. He is, of course, in addition, the leader of his party.

Even in Washington's time, when State, War and Treasury were the only executive departments (State's office staff was two clerks and a French interpreter) and the total apparatus of the executive branch consisted of these and half a dozen lesser agencies, the President's span of functions was irksome. As Washington wrote to a friend in 1790, "These public meetings with reference to and from different Departments [are] as much, if not more than I am able to undergo."

The dimensions of the presidency naturally reflect its occupant and the times. Washington had an unbounded sense of duty and his times were filled with problems. In the 1920s Calvin Coolidge, having set himself on what Harold Laski has called "a policy of masterful inactivity," found time to read and personally dictate answers to all the White House mail, and time to do some whittling besides. But although Coolidge, like a few of his predecessors, could make of the job almost a ceremonial sinecure, no President after him could. The nation is now entering its 27th year of continuous crisis. And because of the presidency's protean nature, the hopes and anxieties of this nervous age focus on the President like filings around a magnet, burdening him beyond the possibility of the Founders to imagine.

The executive branch has grown from a few hundred thousand in Coolidge's day to 2.3 million today—not counting three million more in the armed forces. Here is the "big government" that people talk about and that many people would like to reduce. Familiarly, it is supposed to have been a creation of the New Deal. The fact is that the New Deal bureaucracy was as modest, comparatively, as the New Deal budgets seem in retrospect (imagine a budget of only \$9 billion!). The huge growth of the executive came during the war, and it has remained huge because we are poised in what evidently is to be a semipermanent state of international crisis.

The President's 2.3 million civilian employees are ranged in 10 Cabinet departments, 46 assorted boards, authorities and commissions—from the Panama Canal Company and the Smithsonian Institution to the Atomic Energy Commission—which report to him. As former President Hoover has observed, if the President gave two hours a week to each of these lesser agencies, he would have no time left to do anything else.

Like a chess master playing a whole roomful of opponents, the President moves in an endless circle of situations, some predictable, others highly volatile. As chief of state he has a number of ceremonial and social duties fixed by tradition, such as the half dozen or so great receptions and dinners for the diplomatic corps, the Congress, the Judiciary and Cabinet. Visiting chiefs of state are entertained at tea and at formal dinner at the White House on the day of their arrival, and two days later reciprocate with a formal dinner for the President and his wife at their embassies. Lesser dignitaries ordinarily are entertained at big luncheon parties; in 1954 there were eight of these. Then there are the meals he takes with congressional leaders, influential citizens, Cabinet officers, staff members and others whom he wishes to consult, so that he

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## HEAD COLDS



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YOUR COLD HAD GONE!

NO OTHER SPRAY  
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OLD TYPE SPRAYS MAY NOT REACH!



**New Vicks Medi-Mist** NASAL SPRAY



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wherever you are going...anyone who  
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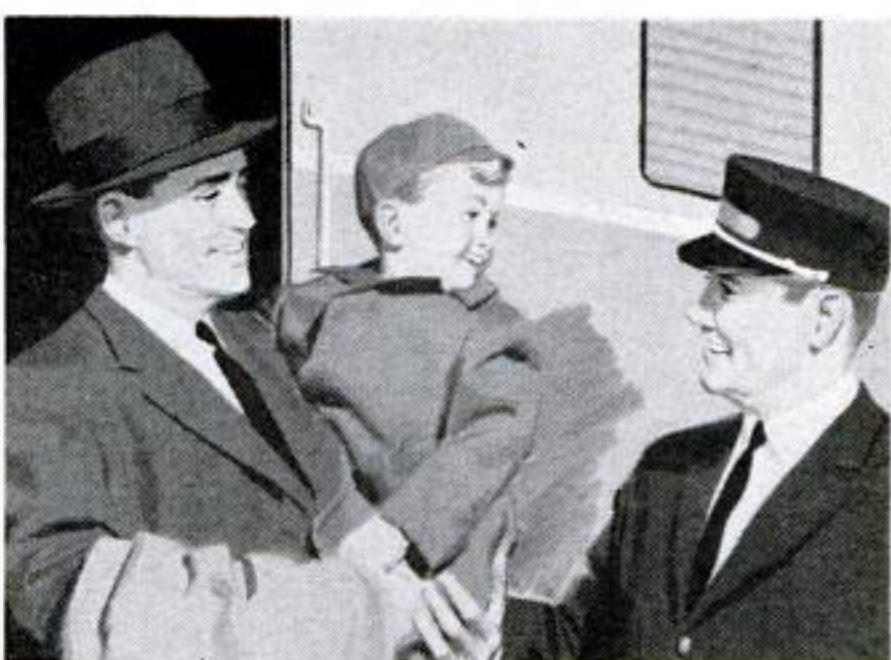
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Ice Bucket. Wood stave design. Two-quart size. Charcoal-gray, charcoal brown, rice white. Plastic. (#1944) \$15.

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Coffee Server. Keeps coffee hot for hours. Bright non-tarnish chromium finish. Hinge-cover. Qt. size. (#2585) \$30.

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## PRESIDENCY CONTINUED

almost never eats privately, even at breakfast. It has been suggested that the chief physical need of any President is a vigorous alimentary canal, which gives further point to Dr. White's famous statement at his first press conference.

As the national symbol, or father image, the President must also spend part of his time issuing proclamations, endorsing good causes, greeting and counseling conventions of this or that, receiving and awarding honors, having his picture taken with delegations and performing small courtesies for ordinary people so that all men will know that his eye is on the sparrow.

The beginning of last year, for instance, found President Eisenhower receiving the moderator of the Presbyterian Church in the U.S. and an accompanying group, another group from the Cartoonists Society and the national commander of the Jewish War Veterans—all arriving in series on a Tuesday morning "to pay their respects." A few days later Senator Ralph Flanders arrived with a letter making the President an honorary member of the American Society of Mechanical Engineers, followed by Secretary of Agriculture Benson and representatives of the Citrus Merchandising Committee to present a crystal bowl filled with fruits from all the citrus-producing states. The next day the President presented the Big Brother of the Year Award to Mr. C.S. Mott of Flint, Mich.

During the first few months of the year those who arrived "to pay their respects" included the Duke of Windsor, the Baylor University Chorus, the national commander of the AMVETS, the national commander of the Disabled American Veterans, the national officers of the Future Farmers of America, a group of 4-H Club winners, a delegation from the Heart of Ohio Aberdeen Angus Breeders' Association, another delegation from the Brandywine Angus Breeders, Mrs. Nettie Moulden who upon reaching the age of 100 had expressed the wish to shake hands with the President, David Sarnoff, a delegation from the National Fraternal Council of Churches, General Walter Krueger, winners of the 14th Annual Science Talent Search sponsored by Westinghouse Electric Corp. and a group from the American Society of Composers, Authors and Publishers.

## Getting down to the main job

**E**ACH week during this time President Eisenhower usually also presided at meetings of the Cabinet, the National Security Council and the legislative leaders, held a press conference, had discussions with economic advisers Arthur Burns and Gabriel Hauge, with Secretary Charles Wilson and with Admiral Radford. Fortnightly he met with Arthur Flemming, the head of defense mobilization, and monthly with Theodore Streibert, head of the U.S. Information Agency. Meantime, many times a week, he consulted or was consulted by members of his immediate staff, chatted with leaders in politics, industry, unions, etc. who floated in and out, dictated letters and memos, made appointments, signed quantities of documents and letters prepared for him, approved legislation and autographed portraits for friends and admirers.

What about vacations? The average citizen, comparing his own two or three hard-won weeks with the yachting trips that Roosevelt used to take, the visits to Key West and Independence that Truman often made, or President Eisenhower's famous golfing weekends and two-month summer holidays near Denver, may well judge that this, at least, is a soft side of the presidential job. It is instructive to look at President Eisenhower's 1954 "vacation," the last full one he had. During those eight weeks the President worked at his office 37 mornings and talked there with an average of six visitors a day, met with the National Security Council and the legislative leaders, made six speeches and three radio-TV appearances, attended five official luncheons and dinners, considered 513 bills of which he vetoed 25, signed 420 other official papers or documents, presented two Congressional Medals of Honor and made four official tours or trips. His summer office received 500 pieces of mail a day and sent out 300, including an average of 35 from the President; daily received also 2,400 local and 64 long-distance calls and 4,457 words via teletype from Washington, and received 50 telegrams and sent 10. During the eight weeks there were 160 press releases and the press secretaries usually held two press conferences a day; much of the information for these came from the President, who also, of course, consulted daily with many other members of his staff. Some vacation.

What this calendar does not convey, of course, is the essence of the President's job: his supervision of what the Constitution calls "the general welfare." To this he must bring philosophy, devotion and an architectural sense of what will prove to be the

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Never bitter! Never harsh!

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# Smart idea in TV too...

Now you can have two of the new advanced G-E TV for less than millions paid for one



Showpiece G-E Hospitality TV has 4-inch non-marking, roll-easy wheels. Rolls anywhere for "wherever-you-are" TV fun. Full-View Top-Tuning; "Set-and-Forget" volume control. Famous G-E Aluminized Picture Tube and dark safety glass for "indoor-outdoor" picture quality. Pivoted brass handle with durable lacquered finish. Above, in Willow Green and Gray, Model 21C134. Also in Bermuda Bronze finish, Model 21C133.



Your favorite TV programs turn on... automatically!

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New "King-Size" G-E TV with biggest picture in General Electric history at the lowest price per square inch, in a smart compact cabinet. "Set-and-Forget" volume control; G-E "Daylight Power" Aluminized Picture Tube for shades-up...lights-down viewing. Hi-contrast dark safety glass; swivel base turns TV to you; furniture-crafted Mahogany Model 24C180 or in Blonde Oak Veneers, Model 24C181, above.



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Mom loves heart throbs. Pop goes for sports. Junior howls for Westerns. Let's face it...one TV can't possibly keep everyone in the family happy.

So General Electric gives you the smart answer...finer television, priced so low Mom and Pop and Junior can have their own. Look as you will...compare as you will—you'll find no television anywhere so excitingly advanced in performance, style and value as the fabulous all-new General Electric Television for 1956. There's one for everybody.

For a sensational low price there's the all-new, lighter-than-ever G-E Personal TV. There's the exclusive new G-E Hospitality TV—a show-piece for entertaining, yet priced unbelievably low. There's the amazing G-E Automatic TV that starts and stops itself. And there's the new "King Size" G-E with a screen almost as large as a newspaper page. All priced to give you the *most* for your money at your G-E TV Dealer's. General Electric Co., Television Receiver Dept., Syracuse, New York.

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A. Model 14T007, Smart Cordovan finish. Only 32 lbs. and priced at just \$99.95.\* Not illustrated, Model 14T009, Terra Cotta and Ivory.

**Three New 26-lb. Portables  
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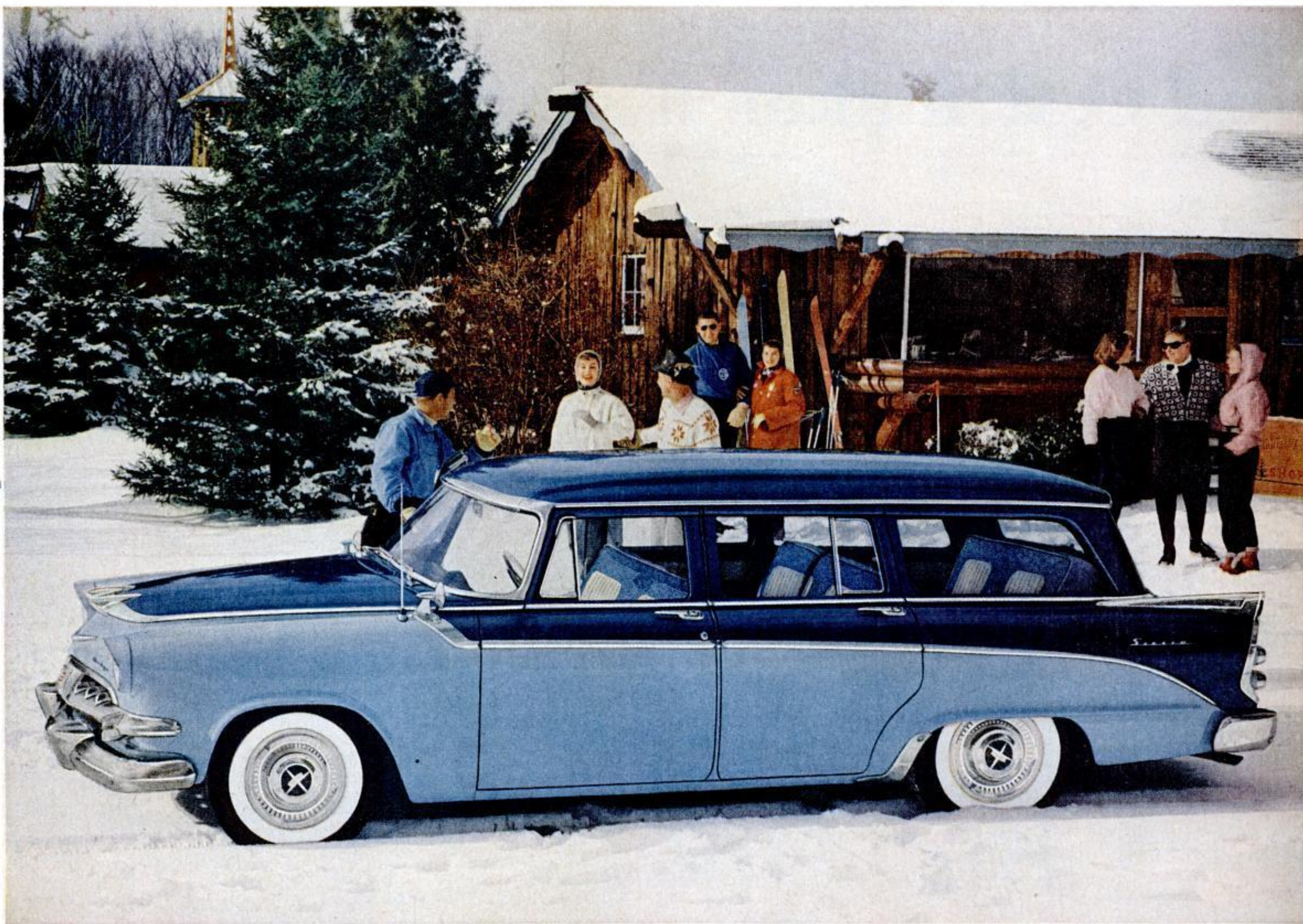
History-Making General Electric Personal TV goes upstairs, downstairs, all around the house—indoors and out. Newest G-E Personal TV weighs 26 pounds—has even more features and picture perfection. First portable ever with Aluminized Picture Tube, dark safety window and *aluminum cabinet*. Two-way interference protection. Built-in antenna. Available in sparkling two-tone finishes. Yet prices for the General Electric Personal TV start at less than a hundred dollars. Smartest idea ever for game rooms, children's rooms, business offices, doctors' waiting rooms, school dormitories, hotels. Take one home tonight.

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The versatile new '56 Dodge 8-passenger Custom Sierra V-8 Station Wagon

## Take any number...up to 8!



LUCILLE BALL and DESI ARNAZ (above) co-star with JAMES MASON in the MGM side-splitter, "FOREVER, DARLING."\* Their adventures in a Dodge Station Wagon make first class entertainment (and first class travel)!

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What are you planning to do this afternoon, this evening? Whatever it is, wouldn't it be easier—and a lot more fun—to do it in a brilliantly styled new '56 Dodge Station Wagon?

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*Take any number, up to 8, on a safari to the ski lodge, to the theater, the dance, the movie or what have you.*

*Pick up that furniture at Aunt Susie's. (With the rear seat removed and the middle seat folded forward, you have a 9-foot level platform for these little chores.)*

*Use the tailgate as a buffet table on your family picnic or beach clambake.*

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**CHIEF OF STAFF** Adams, who keeps channels moving, arrives at Gettysburg with a bagful of presidential paperwork. With him is Press Secretary Hagerty.

## PRESIDENCY CONTINUED

greatest good for the greatest number. But this requires the leisure to be informed, to read and talk and weigh, to think. What the agenda does show is that he is inordinately busy. Like a Gulliver tied down by many tiny strands, he is too often immobilized by the picayune; and the proposals now being offered are calculated to break through this web to free him for the important things that he, and he alone, can do. Since he reigns and rules, these divide roughly into ideas by which he may reign with less strain and rule with more dispatch.

The huge recent growth of the executive branch has notoriously resulted in overlapping and confusion. Much has been accomplished by two recent reorganization commissions headed by Herbert Hoover. But a good deal more, most of it already proposed in the Hoover reports, remains to be done, and among the most important items surely is the need to recognize that the President has no time for most of the 46 non-Cabinet agencies. Many of them—the Indian Claims Commission, the Commission of Fine Arts, the Arlington Memorial Amphitheater Commission, etc.—have no logical reason for independent existence anyway and should be absorbed into Cabinet departments. Failing that, or in addition to it, Mr. Hoover has recently suggested that the lesser agencies be turned over to an Administrative Vice President. This would be a new office and would be filled by a presidential appointee subject to confirmation by the Senate. The A.V.P. would function, generally speaking, the way an executive vice president does in many businesses: as the man in charge of operations and lesser policy matters, leaving the larger issues to the President and the board of directors, which in this case would be the Cabinet.

Something closely resembling this job already exists and is occupied by Sherman Adams, former governor of New Hampshire and *de facto* "assistant President." In fact it has existed off and on, and more or less, for many years in the persons of Colonel Edward House under Wilson, Harry Hopkins under Roosevelt, and John Steelman, Clark Clifford, *et al.* under Truman. But the public has tended to mistrust these ghostly figures who seemed to wield undefinable power without any definable responsibilities or position, and this sense of uneasiness is not quite dispelled by the fact that Mr. Adams' duties are much more concrete.

His position grew out of two factors, neither mysterious. The first is the recent growth of the White House staff itself, in pace with the rest of the executive department. Nostalgically, it can be reported that only a generation ago the White House staff was a single paid secretary (until Theodore Roosevelt's time the

CONTINUED

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President paid him out of his own pocket) plus military aides and whatever clerical help might be borrowed temporarily from elsewhere in the government. Mr. Hoover, when he was President, managed to increase the staff to three secretaries. Finally in 1939, as a result of the executive's growth under the New Deal, the President acquired six administrative assistants ("with a passion for anonymity"). Through the years also came various "special assistants." Nowadays the President has on his personal staff a special counsel, an "Assistant to the President" (Adams), a secretary, a physician, an executive clerk, a secretary to the Cabinet, a press secretary and a staff secretary. These groups and individuals, with all their assistants and secretaries and clerks, and with the special task forces that are constantly being set up to cover this or that new situation, add up to a staff of several hundred. Hovering slightly off stage (in the old State Department building across the street), the remainder of the "Executive Office of the President" is made up of the Bureau of the Budget, the Council of Economic Advisers, the National Security Council and Office of Defense Mobilization.

Obviously someone must superintend this executive assembly line, schedule the traffic to the President's desk and keep him informed about work in progress. It is a job comparable to that of a chief of staff in a military organization, and the President, with his background, made Governor Adams in effect the civilian equivalent of a General "Beedle" Smith or General Alfred Gruenther.

### Hoover vs. Truman

NO one before has ever had such explicit power in the White House and Governor Adams, with his rather gelid air of a Yankee banker, has caused some complaints that he has isolated the President too much and has taken too many decisions into his own hands. But if the President's time is to be saved for the general welfare, his "chief of staff" may need more power rather than less. Mr. Hoover, who points out that Adams now has no legal authority to do many of the things he could do, wants the job to be given dignity and breadth by statute. Mr. Truman, on the other hand, when his views were solicited by the Kennedy committee, answered, "If I had the final say on the subject, the powers and functions of the Presidency would in no way be limited beyond the restrictions set out in the Constitution." Since the Hoover plan would not limit these powers but merely allow the President to delegate more of them at his discretion, Mr. Truman would seem to be needlessly alarmed. But Mr. Adams takes a dim view of the plan too, holding it to be unnecessary from a practical point of view, and the Kennedy committee has decided not to recommend it.

There also has been the suggestion that, instead of a new office being created by a new law, the Vice President should simply be brought in to do this job. There are several practical reasons why the idea would not work, the most important being that under our political system a Vice President is not chosen as an assistant President but mostly to "balance the ticket." A Vice President inevitably has his own faction and his own ambitions; he may even turn out to be a political rival of the President. The relationship between President and Vice President therefore needs to be left elastic.

On the other hand, assuming that from time to time the empathy between them will be as close as that between Mr. Eisenhower and Mr. Nixon, the Vice President should be given enough perquisites of office to enable him to take over such tasks as the President may want to give him. Mr. Nixon, for instance, in addition to serving as the President's deputy in various areas of high policy, has substituted for him in many ceremonial and symbolic functions. He has a \$10,000 allowance to pay for the entertaining and traveling these involve, but this is subject to income tax and ends up as a great deal less. Last year Mr. Nixon spent about \$2,500 in travel expenses out of his own pocket. As Vice President, Mr. Nixon has four fewer staff members now than he had as a senator from California, although he has much more to do. It would seem only sensible to give the Vice President the staff he needs, to let him voucher official expenses and to supply him with an official residence—Blair House has been suggested—so that he could take over some of the social functions that now perforce are held at the White House.

Mr. Adams and Mr. Nixon in effect ran the government during the President's illness. Each had been tremendously effective in lightening the presidential load even before there were urgent medical reasons for doing so. Each has had opportunity and reasons to study the presidency and think about how it can be made less burdensome. Each now emphasizes the same broad if rather

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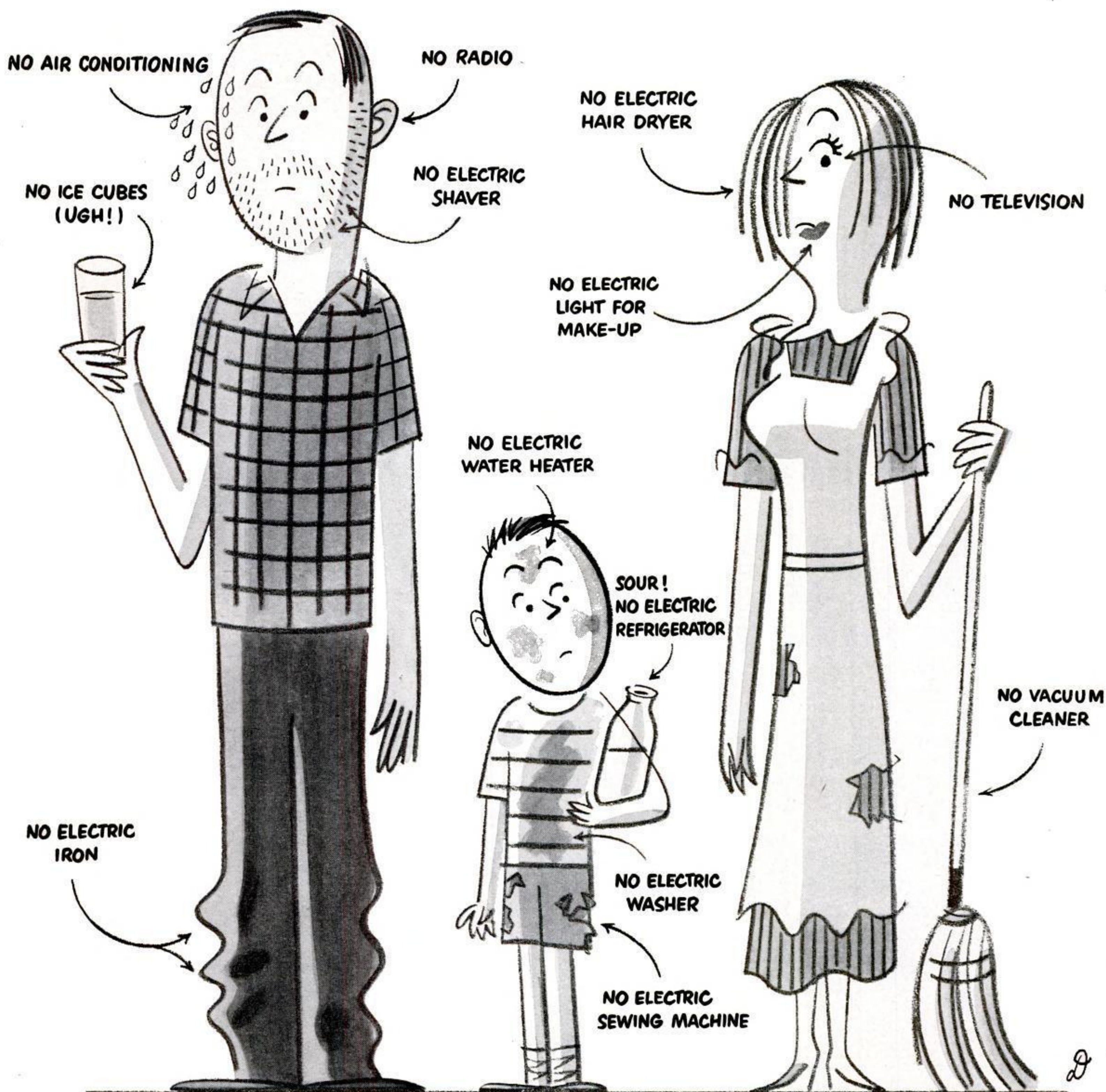
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VICE PRESIDENTIAL ASSISTANCE is given by Mr. Nixon who, in receiving Haile Selassie of Ethiopia, relieves the President of a ceremonial function.

### PRESIDENCY CONTINUED

nebulous solution: an increased willingness on the part of presidential appointees to stand on their own feet. As Mr. Adams said recently, "The ability of a head of a vitally important federal agency to do the work set out for him without continually needing to lean upon the Chief Executive often measures his stature and his usefulness as a public servant. Sometimes, from what I read, it seems that the importance of a man in the Administration is metered by how many times a day he sees the President. Often the opposite can be the case."

Mr. Nixon observes, "The Cabinet and others have to learn to take the heat and stop running to the President with their problems. Of course, it's hard for them early in an administration while they're still learning their jobs. But after Denver they had to. They learned then that they could do it, and I hope they'll continue to use that lesson." In spite of his own far-roving activities on the President's behalf and frequent meetings with him as a part of various groups and committees, Mr. Nixon himself has seen the President privately only about a dozen times since they took office.

But aside from this there is the problem of what Mr. Adams aptly calls the "irrelevancies." A few of them were mentioned earlier, and the list could go on for pages. Amazed and bemused by the mass of archaic functions he was called on to perform, President Eisenhower early in his term asked the Justice Department to catalog his legal obligations and to determine which could and should be delegated.

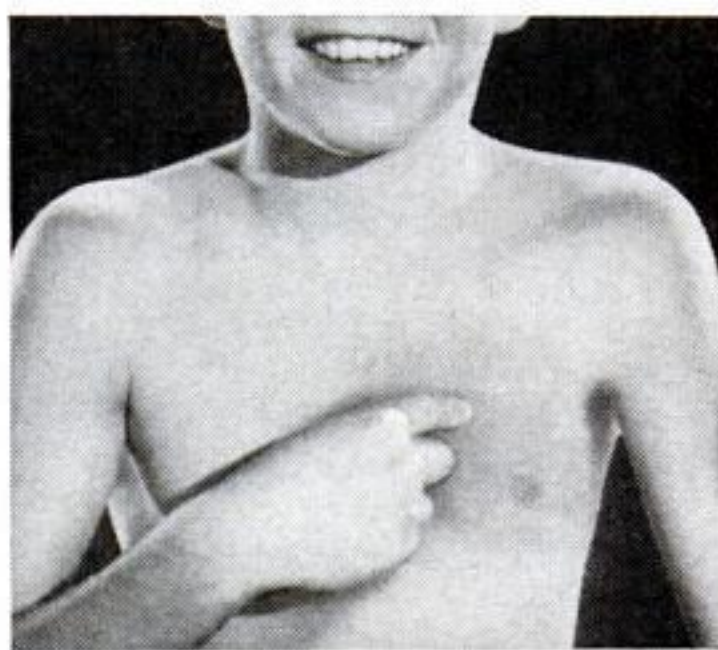
Thanks to some forehanded work on the part of the Budget Bureau—a misnamed organization which actually does a good deal of the general management of the government—the necessary legal basis exists. Observing the increasing work load of the presidency during and after the war, the bureau instigated the McCormack act of 1950, which allows the President great latitude in delegating powers and responsibilities. For instance, until this act was passed the President was required at the time he signed each public proclamation also to sign a warrant authorizing the Secretary of State to attach the Great Seal of the U.S. to it. This happened about 50 times a year—not a great ordeal but a nuisance and an irrelevancy that took time the President could better devote to something else. Since 1950, 60 executive orders have been issued under the McCormack act, delegating hundreds of minor and purely formal functions to others.

However, there is another area of irrelevancy which will need a

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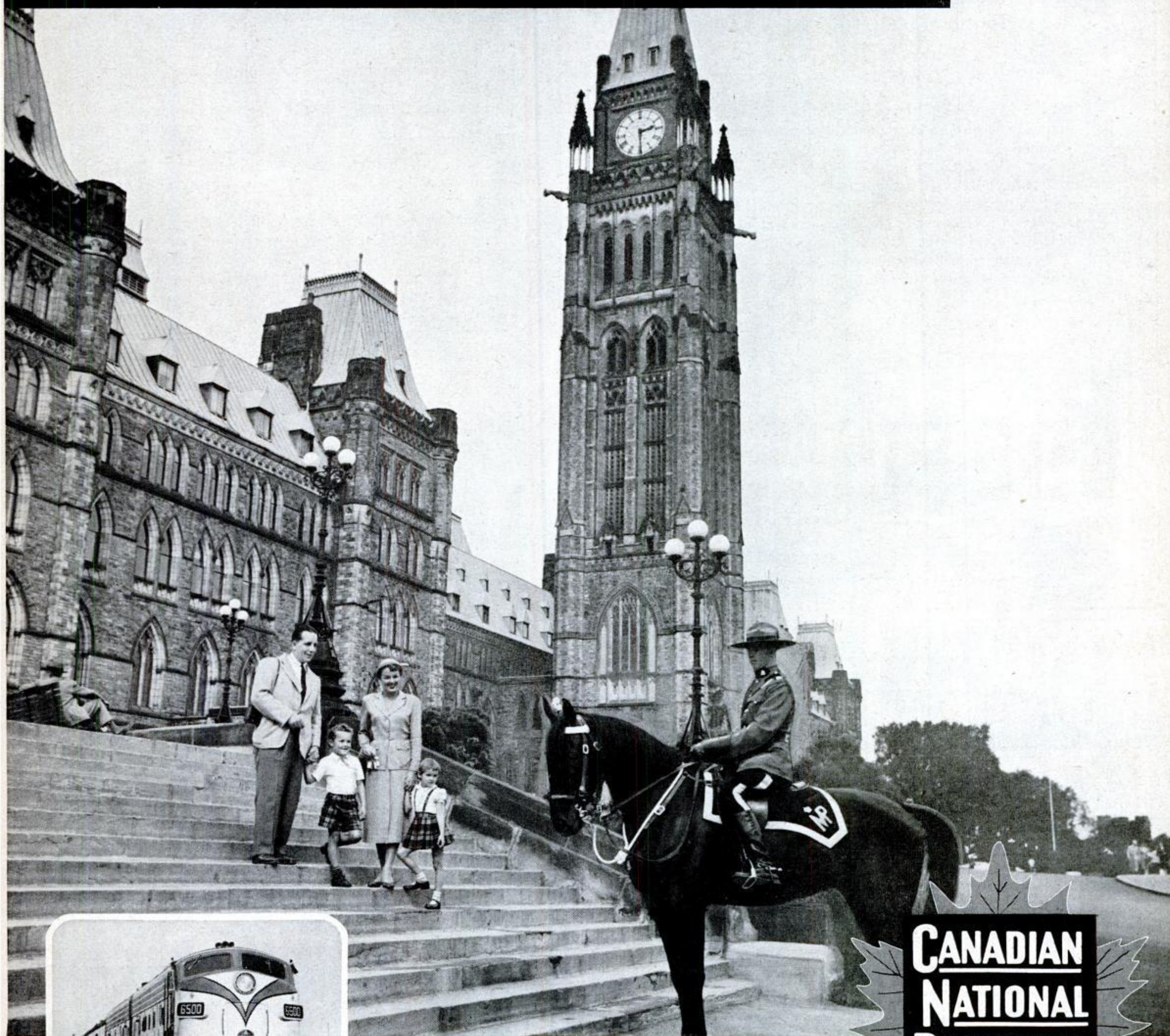
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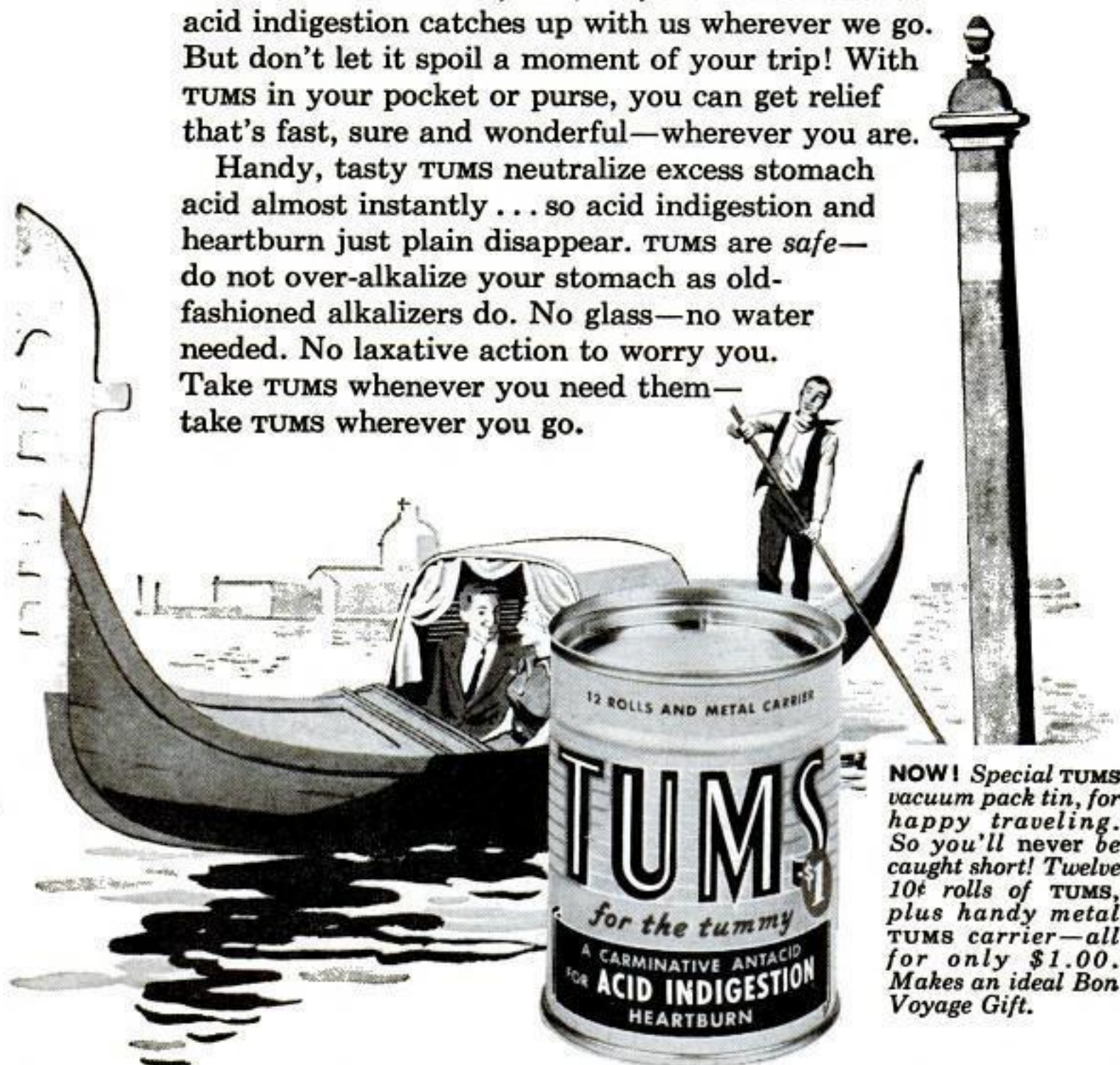


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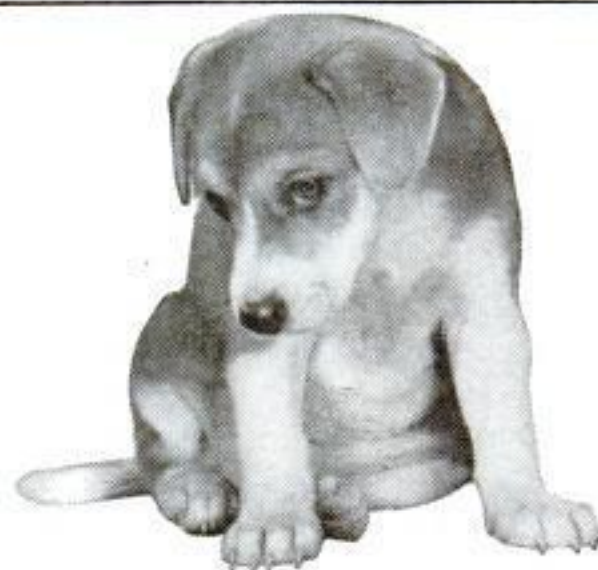
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## PRESIDENCY CONTINUED

new law to correct. Every bill passed by Congress must go to the President for approval or veto. But about half the bills that Congress sends to him are "private" ones, introduced by senators or congressmen as favors for constituents. Because of the severity of the McCarran-Walter immigration law, a big majority of them are immigration bills granting special permission for displaced persons to enter the country. Since the President must know what he is signing, each such bill comes to him with an evaluation of the case, and these are often quite interesting in human terms. President Truman made something of a hobby of reading them. However, this sort of presidential diversion should not be mandatory. At the last session of Congress, 413 of the 880 bills passed were private ones. They tend to be bunched in the last weeks of a session and thus to arrive on the President's desk at a time when he has many bills of larger importance to consider. It is hoped that some constitutional method can be found whereby the Attorney General can screen these bills and pass the worthy ones on to the President for blanket approval.

Another way to save presidential nervous tension would be to assign quarters at Blair House or some other official mansion to visiting chiefs of state instead of putting them up at the White House the first day and night. This is not such a trifle as it may appear, for during that time the visitors are treated as the President's and First Lady's personal guests, with all the obligations for attention, entertainment and keeping-the-conversation-going that any host must feel for house guests, plus the extra desire to win the guest's affection and admiration for this country. Such visits of state are extremely useful to our international plans but they could be as useful, it is felt, without putting such social demands on the President.

Beneficial as all these suggestions may be, however, there still remains a very large area of reform in which no change or application of law, and no modification of protocol, can help. It is part of the glory of the presidency and a secret of the success of our form of government that the President is not only the Chief Executive but the Chief Public Servant. He "belongs" to the people: accordingly he needs to be accessible and to be human, and it is part of his function to bless good causes and receive honors which more often honor the givers. But there should be a limit. The endless visitors "paying their respects," the local politicians who feel entitled to drop in and discuss the political situation, the congressmen with their pet local projects, the proliferating medical foundations with their fund-raising drives, the bearers of diplomas, honorary memberships and well-photographed gifts—these people, so often motivated by vanity or self-advantage, do a disservice to the general welfare. The public can best show its "respects" for the President by leaving him alone.

There are many people whom the President must see, of course, and many duties which should not be delegated. Nothing that is done must undermine his constitutional position. And nothing that can be done will ever make his an "easy" job or remove the "emotional strains" of which President Eisenhower spoke. As Woodrow Wilson said of the presidency's essential burden, "That lonely search of the spirit for the right perhaps no man can assist." What can be done is to afford the President time and strength to pursue his lonely search.



**DISCUSSING HIS PROBLEM** of deciding on second term, President Eisenhower stressed the personal burden entailed in doing "what the job demands."



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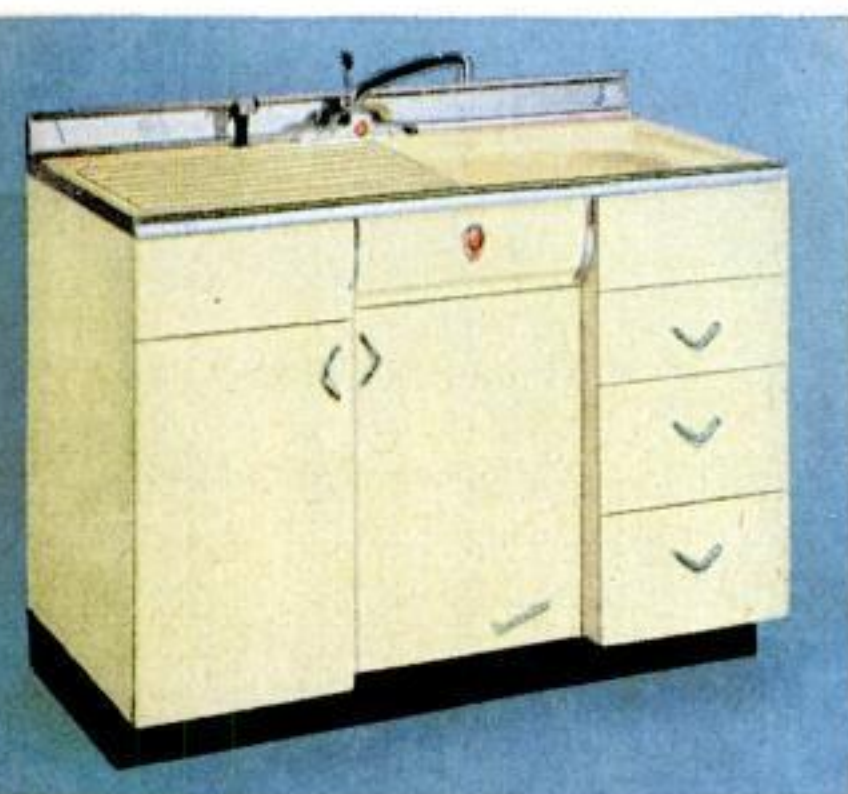
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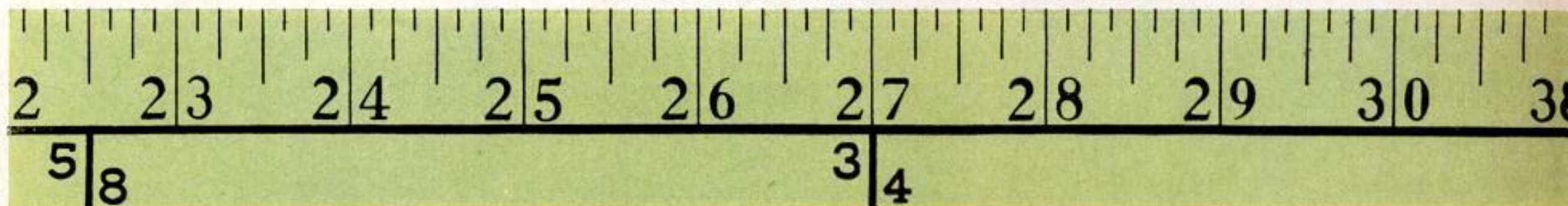
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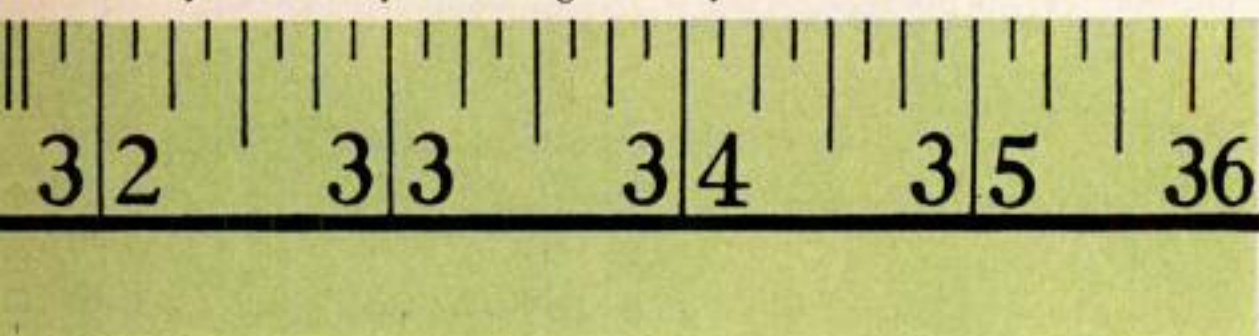
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At right, the close-moulded  
suit in pussy-willow brown,  
freshened with polka-dots.  
Both beautiful examples of  
wool's richer colors, wool's  
tailoring mastery that give  
you more fashion for your  
dollar than any other fabric

*See these new wool fashions  
now at Macy's, New York,  
Kansas City, San Francisco;  
L. Bamberger & Co., Newark;  
Davison's, Atlanta;  
Lasalles, Toledo;  
The Broadway, Southern Calif.,  
all stores. For other stores,  
write Dept. K-2, WOOL,  
420 Lexington Avenue,  
New York 17, N. Y.*





So light they almost fly!



pick the package with the string!

So quick, so easy, too! PUFFINS are completely mixed, shaped and ready to bake. Remarkably light, white and fluffy. A secret blend of premium flours makes them that way. And, in that split second before they melt in your mouth, you know what "fresh and full of flavor" really means! PUFFINS are double-foil wrapped to guarantee freshness! Sweet milk or Buttermilk . . . begin enjoying PUFFINS today! In your grocer's dairy case.



pick the package with the string!

Puffin *So light they almost fly!* Biscuits





SWINGING THROUGH "AULD LANG SYNE," LABOR PARTY LEADER HUGH GAITSKELL (CENTER) HARMONIZES WITH PARTY LINE. MRS. GAITSKELL IS AT HIS SIDE

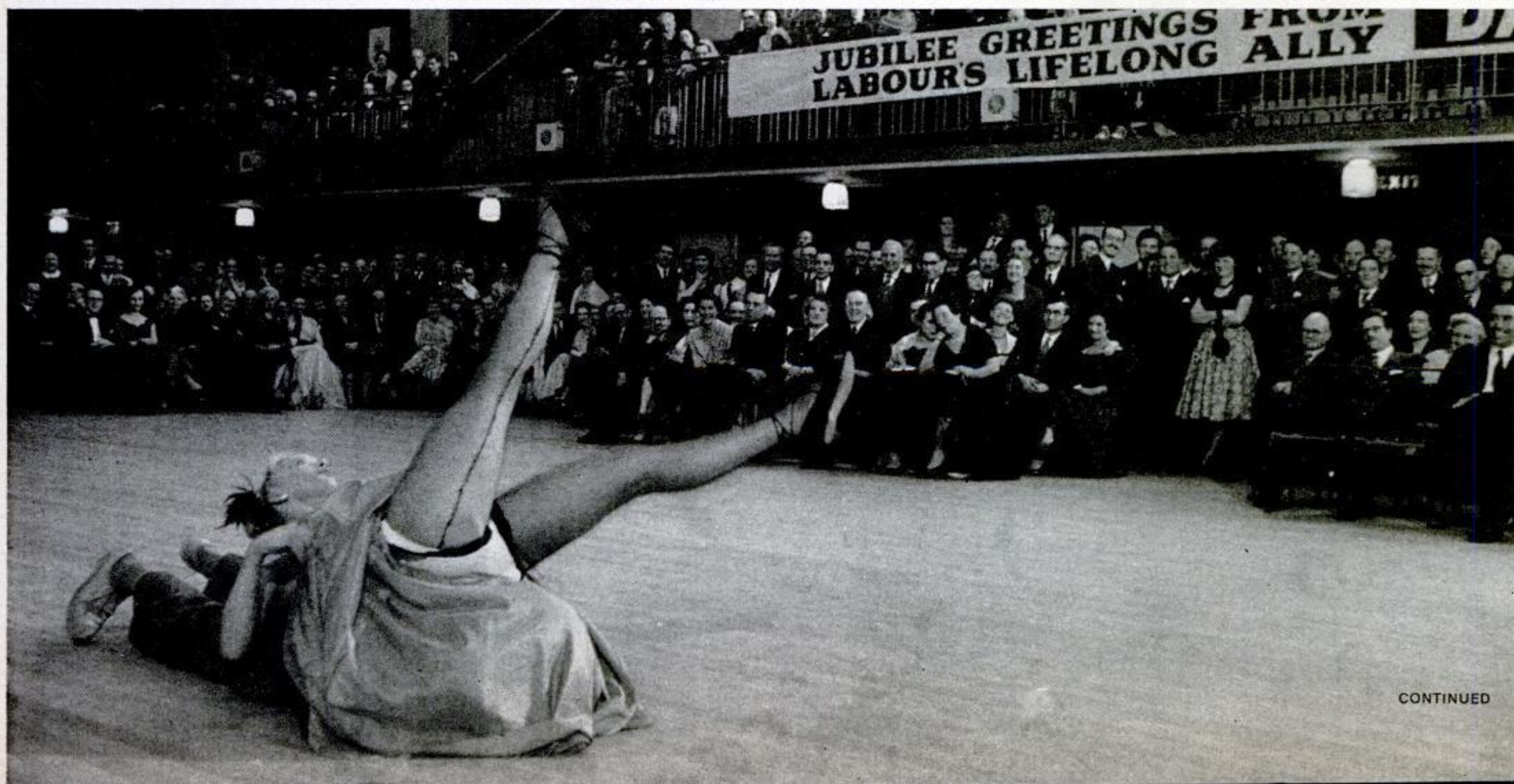
# High Glee Fills a Political Jubilee

## BRITISH LABORITES' CHIEF IS THE LIFE OF THE PARTY

In London's Seymour Hall, British Laborites gaily gathered to celebrate the 50th anniversary of their emergence in 1906 as a voting bloc in Parliament. Amid warm and proud memories of their party's progress since then, the Laborites sang old favorites (*above*), enjoyed some slapstick entertainment (*below*) and looked on pleased as the life of the party turned out to be the leader of the party, Hugh Gaitskell. A man a political

foe had once sourly called "a desiccated calculating machine," Gaitskell had a special reason to be in good spirits. In three British by-elections held last week the Conservatives won by sharply reduced majorities, reflecting the waning popularity of Sir Anthony Eden's government. This gave Labor heart that one day Hugh Gaitskell, who succeeded Clement Attlee as Labor's leader last December, might be Britain's prime minister.

TAKING A DOUBLE PRATFALL, COMIC DANCE TEAM FROM A LONDON REVUE AMUSES THE LABORITE AUDIENCE DURING FLOOR SHOW BETWEEN THE DANCING



CONTINUED





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heard of  
cleaning

**CHROME**

with  
copper  
cleaner?

**I DID!**

Cameo cleans more than just copper. With a minimum of rubbing, you can use it to clean and polish automobile chrome and a host of other won't-come-clean things. Cameo is downright ruthless with dirt. Removes stubborn stains from glass, plastic, porcelain—brings metals to a sparkling luster. It's the copper cleaner of 101 unusual uses.



**BIG 10 oz. CAN—BIG BARGAIN**  
Look for it at leading grocers



**JUBILEE**  
CONTINUED

**CHARMER** of ladies at party, a gay and beaming Gaitskell guides Mrs. Anthony Greenwood around the dance floor. Her husband, a prominent M.P., is a member of the Labor party's "shadow cabinet."

**TWIRLER** Gaitskell expertly whirls through an energetic old Scottish folk dance known as the "Gay Gordons" with Mrs. Wilfred Beard, the wife of a top official in the British Trades Union Congress.





# COLDS! EVEN VIRUS COLDS!

*Newly Discovered Compound Of Medicines For Control Of Cold Suffering Lets You*

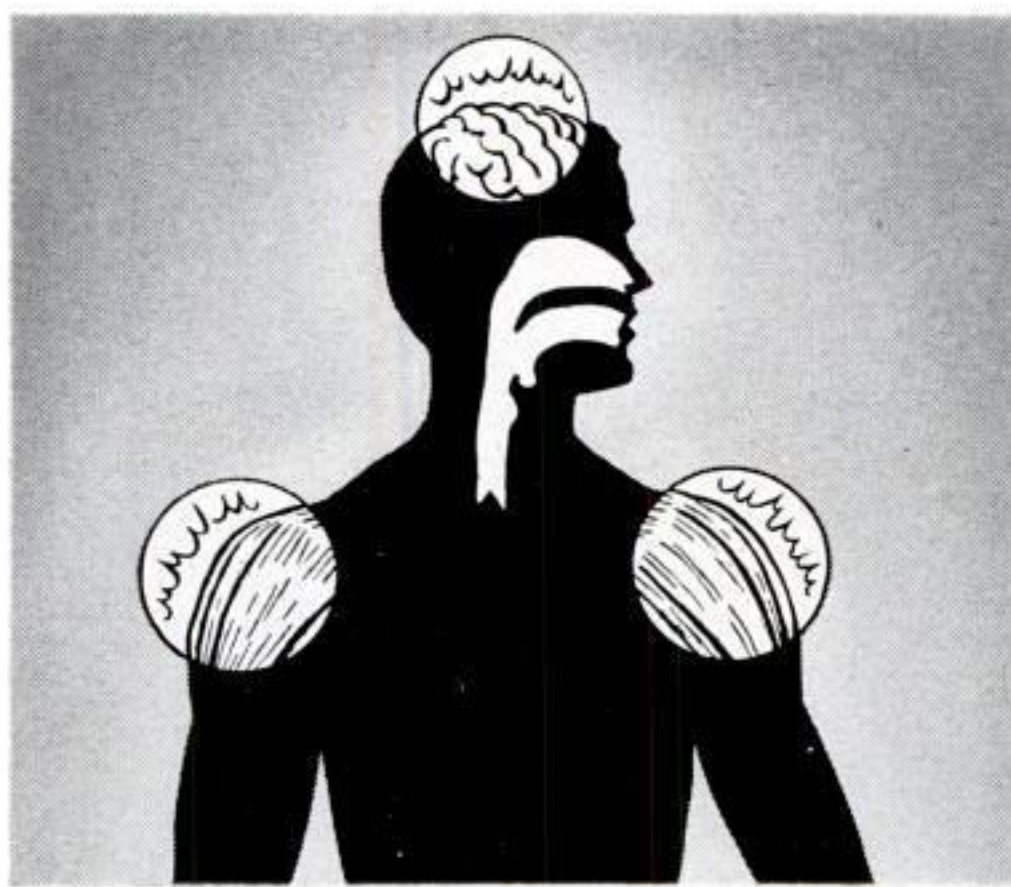
## Throw Off Effects Better!

## Break Them Up Faster!

## Shorten The Time You Suffer!



Most people can't stay in bed with colds—they've got to get on the job. New Super Anahist Cold Tablets help you feel better—look better—work better, even when you have a virus cold.



Super Anahist helps lower fever, relieves pain of headache and muscles, shrinks swollen membranes—actually breaks up effects of colds better. You can go your way without that sniffing, sneezing misery.



Only Super Anahist combines precious, resistance-building Vitamin C into this effective formula. That's important—because the vast majority of people follow diets deficient in this vitamin.

## ***SUPER ANAHIST***<sup>®</sup>

**helps defeat fever, sneezing, aching effects of Virus Colds!**

Here, at long last, is the medical answer to the suffering of Virus Colds, so prevalent in America. Super Anahist Tablets now combine a unique combination of five cold-fighting wonder drugs, never before contained in a single compound.

Results are amazing! Super Anahist helps fight the toxins that poison your system during a cold—even a virus cold. Super Anahist helps put back in your blood what the virus drains away—helps lower fever—reduce pains—even shrinks swollen membranes. You *feel* better, almost at once!

What's more, you *look* better, too—so that you don't carry those ugly signs of a cold to your job. Super Anahist helps clear up red, watery eyes—puffy skin—unpleasant nasal discharge and sneezing.

Best of all, you can *work* better without that dragged-

out, half-dead feeling that accompanies a virus cold. And Super Anahist even helps your body resist more serious illnesses that can follow a cold.

Be prepared, if the cold virus attacks your family. Get safe, effective Super Anahist Tablets. Bottles of 20, 98¢. Special Children's Size Tablets, 32 for 98¢.

### **GUARANTEE**

We believe that new SUPER ANAHIST is the most effective product of its kind on the market today, and guarantee its results.

If SUPER ANAHIST does not satisfy you completely, return the unused portion to the Anahist Co., Inc., Yonkers 2, N. Y., and your full purchase price will be refunded.



**And on Nasal Spray, Cough Syrup or Chest Rub—the name Super Anahist means "Best Medicine for Cold's Distress!"**





## TRUSTING A TOMCAT

Out of doors Mike, a tomcat owned by Mrs. Pearl Anthony of Dallas, Texas, spends much time in cunning pursuit of birds. In his seven years he has feasted on mockingbirds and blue jays and on one occasion gobbled up a rarer delicacy, a hummingbird. But indoors Mike seems a different breed of cat. Fifteen months ago Mrs. Anthony acquired

Mickey, a parakeet, and told Mike to treat it like a member of the family. A friendship has developed between cat and bird. They cuddle together and romp over beds and furniture, and when Mickey goes to roost, Mike sleeps by the cage. Although his appetite for wild birds is as great as ever, Mike has never harmed so much as a feather on Mickey.





**this diamond** was well-known on  
French playing cards toward the middle of the 19th century.



**this diamond** is well-known  
the world over today as the label for Gilbey's Gin.  
It's the gin that's *dry...clear...the right proof*  
(90 proof) ...and the gin with the *right taste*—never  
harsh, ALWAYS smooth. ALWAYS look for the  
Gilbey's famous frosted bottle.

## GILBEY'S GIN

The world agrees on "**GILBEY'S** please"



GILBEY'S DISTILLED LONDON DRY GIN. 90 PROOF. 100% GRAIN NEUTRAL SPIRITS. W. & A. GILBEY, LTD., CINCINNATI, OHIO  
THE INTERNATIONAL GIN—distilled and bottled in the United States, England, Canada, Australia, South Africa, France, Italy, Argentina, Brazil, Chile, Mexico.





This is the taste that's uniquely different.  
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This is that fresh sparkle—unmistakably Coke.

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